

*Journal of*  
CALENDAR  
REFORM

THE WORLD CALENDAR  
is in step with  
TODAY and TOMORROW

FOURTH QUARTER

1943



## PRESENT GREGORIAN CALENDAR

# FIRST QUARTER

	S	M	T	W	T	F	S
JAN						1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
FEB	31						
	1	2	3	4	5	6	
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
MAR	28						
	1	2	3	4	5	6	
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30	31			

90 days

# THIRD QUARTER

	S	M	T	W	T	F	S
JUL						1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
AUG	31						
	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
SEP	29	30	31				
	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
	29	30	31				

92 days

# SECOND QUARTER

	S	M	T	W	T	F	S
APR					1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	
MAY							1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
JUN	30	31					
	1	2	3	4	5	6	
	7	8	9	10	11	12	
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30			

91 days

# FOURTH QUARTER

	S	M	T	W	T	F	S
OCT						1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
NOV	31						
	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
DEC	29	30	31				
	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
	29	30	31				

92 days

This calendar has 52 weeks and must borrow from another week to complete the year. This causes the calendar to change every year and is responsible for its confusion. Also note varying number of days in each quarter.

This calendar has 52 weeks and must borrow from another week to complete the year. This causes the calendar to change every year and is responsible for its confusion. Also note varying number of days in each quarter.

### EACH YEAR DIFFERENT

This calendar is always different from year to year.

The quarters are unequal in length. In leap years the first half-year has 182 days; the second, 184 days.

Each quarter begins and ends on a different day of the week.

Each month begins and ends on a different weekday.

The months have a varying number of weekdays.

Each year begins on a different weekday.

Its irregularity precludes comparison of periods and necessitates continued and never ceasing changes in matters routine in character.

This calendar is unbalanced in structure, unstable in form, and irregular in arrangement.

SOON YOU WILL BE DISCARDING THIS OBSOLETE CALENDAR.

## PROPOSED WORLD CALENDAR

FIRST QUARTER							THIRD QUARTER							
S M T W T F S							S M T W T F S							
JAN	1	2	3	4	5	6	JUL	1	2	3	4	5	6	7
	8	9	10	11	12	13		8	9	10	11	12	13	14
	15	16	17	18	19	20		15	16	17	18	19	20	21
	22	23	24	25	26	27		22	23	24	25	26	27	28
	29	30	31					29	30	31				
FEB				1	2	3	AUG				1	2	3	4
	5	6	7	8	9	10		5	6	7	8	9	10	11
	12	13	14	15	16	17		12	13	14	15	16	17	18
	19	20	21	22	23	24		19	20	21	22	23	24	25
	26	27	28	29	30			26	27	28	29	30		
MAR					1	2	SEP					1	2	
	3	4	5	6	7	8		3	4	5	6	7	8	9
	10	11	12	13	14	15		10	11	12	13	14	15	16
	17	18	19	20	21	22		17	18	19	20	21	22	23
	24	25	26	27	28	29		24	25	26	27	28	29	30
91 days							91 days							
SECOND QUARTER							FOURTH QUARTER							
S M T W T F S							S M T W T F S							
APR	1	2	3	4	5	6	OCT	1	2	3	4	5	6	7
	8	9	10	11	12	13		8	9	10	11	12	13	14
	15	16	17	18	19	20		15	16	17	18	19	20	21
	22	23	24	25	26	27		22	23	24	25	26	27	28
	29	30	31					29	30	31				
MAY				1	2	3	NOV				1	2	3	4
	5	6	7	8	9	10		5	6	7	8	9	10	11
	12	13	14	15	16	17		12	13	14	15	16	17	18
	19	20	21	22	23	24		19	20	21	22	23	24	25
	26	27	28	29	30			26	27	28	29	30		
JUN					1	2	DEC					1	2	
	3	4	5	6	7	8		3	4	5	6	7	8	9
	10	11	12	13	14	15		10	11	12	13	14	15	16
	17	18	19	20	21	22		17	18	19	20	21	22	23
	24	25	26	27	28	29		24	25	26	27	28	29	30
91 days							91 days							

\*A WORLD HOLIDAY, DECEMBER 5, the Year-End Day, an extra Saturday, follows December 30th every year.  
 \*\*A WORLD HOLIDAY, JUNE W, the Leap-Year Day, another extra Saturday, follows June 30th in leap years.

\* A WORLD HOLIDAY, DECEMBER W, the Year-End Day, an extra Saturday, follows December 30th every year.  
 \*\* A WORLD HOLIDAY, JUNE W, the Leap-Year Day, another extra Saturday, follows June 30th in leap years.

### EACH YEAR THE SAME

This 12-month equal-quarter calendar is the same for every year.

The quarters are equal in length.

Each quarter begins on Sunday and ends on Saturday, contains 3 months—13 weeks—91 days.

Month-dates always fall on the same weekdays. Each month has 26 weekdays—plus Sundays.

Each year begins on Sunday, January 1, and the business year begins with Monday, January 2. Because the World Holidays precede Sunday, the usual custom of celebrating a Sunday holiday on Monday is voided.

Year-End Day and Leap-Year Day, the extra Saturdays, December W and June W, are World Holidays.

This revised calendar is balanced in structure, perpetual in form, harmonious in arrangement.

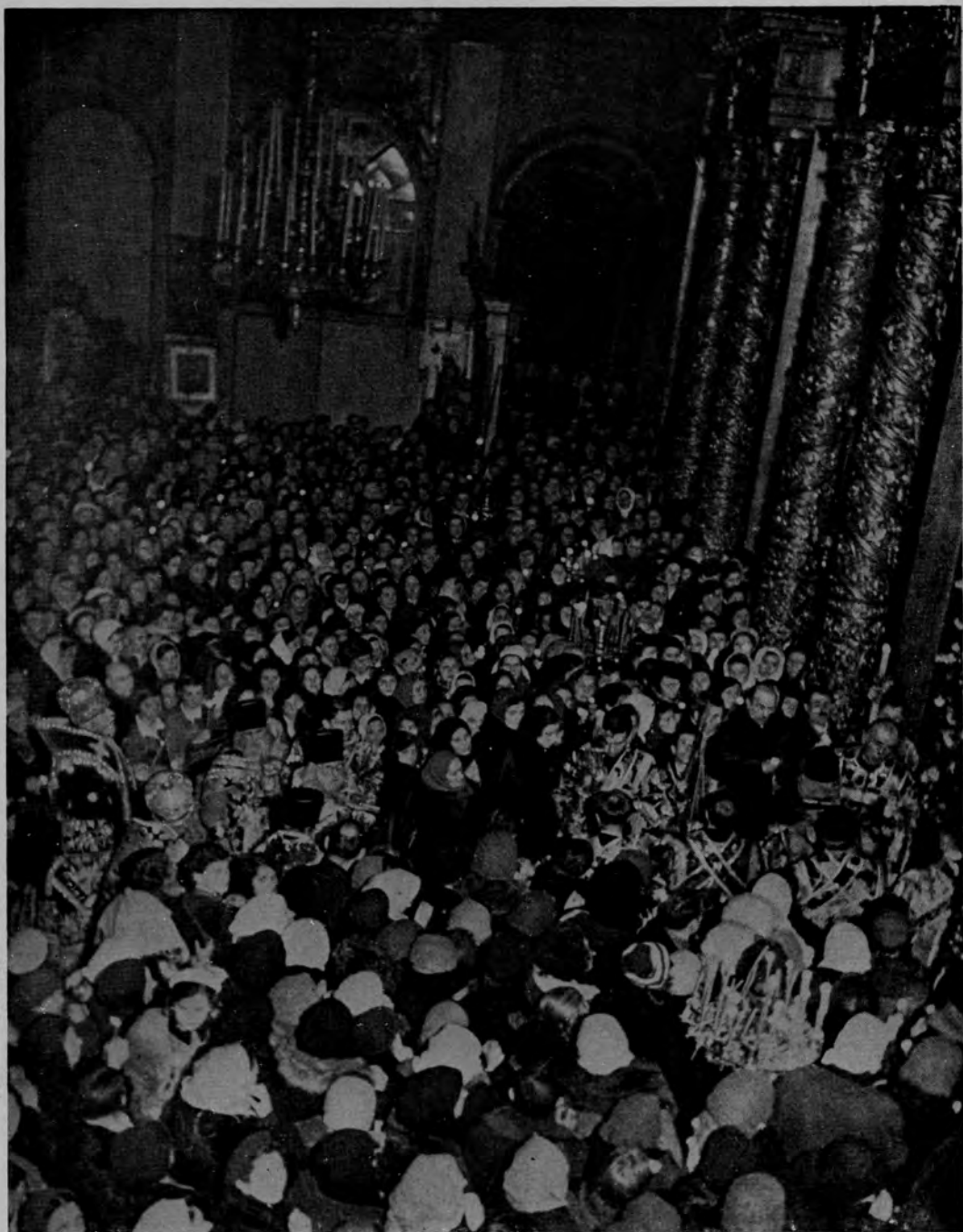
SOON YOU WILL BE USING THIS UP-TO-DATE CALENDAR.

**A**TTENDED BY ALL THE POMP AND circumstance of its ancient rites and rituals, a midnight ceremonial, recently conducted by the Russian Orthodox Church in the Moscow Cathedral, formally and publicly installed a new Patriarch for all the Russias.

Hailed throughout the world as a great triumph for Christendom and for religion in general, this news came as a complete surprise to those not conversant with political developments in the Soviet Union. To many millions and to the majority of churchmen, Moscow, since the revolution, has been regarded as a world citadel of communism and atheism.

In the early post-revolutionary days the higher councils of the Communist Party had banished not alone the Russian Orthodox Church but all religious institutions. With the public installation of a new Patriarch of the Russias, religion has come to the Soviet Union.





***A Midnight Ceremony in the Moscow Cathedral, Formally and Publicly Installed  
a New Patriarch for all the Russias. (See Russia's Changing Tide, Page 147.)***



A NEW CALENDAR FOR A NEW WORLD

**VOL. XIII**

**FOURTH QUARTER, 1943**

**No. 4**

SINCE last Christmas, many world-shaking changes have taken place. Among these is one so significant and outstanding that it calls for particular emphasis. The recognition of the Russian Orthodox Church by the Soviet Union, after approximately twenty years of atheism and religious intolerance, stands as a great religious resurrection. Once more the Russian people can openly worship and offer praise and prayer in the church of their forefathers without fear and oppression. A free Russian Orthodox Church has been established with government approval.

Here again the entire world is offered striking proof that man is inherently religious. Governments may try to suppress and ignore but they cannot kill religion. The two great Christian religious festival days, Christmas and Easter, shine in this national religious resurrection as bright beacon lights. Elisabeth Achelis, in her book just published, writes about religious holidays: "I like to think of religious feast days as radiant stars in the rhythmic succession of our calendar days, annual reminders of the intimate relationship that exists between God and man. Religion knows no frontier, and like the Creator is limitless in its wide horizon."

And yet there exist two glaring flaws in the universal observance of these two religious days of Christendom. They are observed on varying days and dates by different church groups, thus separating rather than uniting all Christians. Many Eastern Orthodox Churches in their observances lag 13 days behind other Christian churches because they still observe the ancient Julian calendar. Other churches follow the Gregorian calendar.

To bring these calendars into one fabric without retreat from a previous position is obviously the better course to follow. The World Calendar, free from past prejudice, becomes the welcome catalysis to heal the present lack of Christian unity in the observances of religious feast days. Under its banner all churches, all governments, all people could unite in following this harmonious, ordered and stable calendar and thus achieve unity and tranquillity heretofore impossible without a common denominator of time.

J O U R N A L O F

# CALENDAR REFORM

October, November, December  
1943

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EMERSON BREWER, Editor

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## RUSSIA'S CHANGING TIDE

By Carleton J. Ketchum

*Resigning his commission in the Canadian Field Artillery after the first World War, having been awarded the Military Cross for conspicuous gallantry and devotion to duty on the Western Front, Mr. Ketchum joined the editorial staff of Southam's Ottawa Citizen. In 1921 he became associated with the London Daily Express, owned by Lord Beaverbrook. Assigned to the Union of Soviet Socialist Republics, he arrived in Moscow during the period in which Lenin lay dying, and subsequently spent five winters in Russia. In 1934 he toured the whole of European Russia, and visited, among others, the Caucasian, Georgian, Crimean and Ukrainian Republics. Mr. Ketchum visited almost every country in the world for the London Daily Express as a Foreign Correspondent. He speaks with authority on Soviet Russia, having been an eye witness of events during the time of many of the momentous changes which that nation underwent.*

THE Russian Orthodox Church has been resurrected in the Union of Soviet Socialist Republics. Attended by all the pomp and circumstance of its ancient rites and rituals, a midnight ceremonial, recently conducted by the church in the Moscow Cathedral, formally and publicly installed a new Patriarch for all the Russias.

The news has been hailed throughout the world as a great triumph for Christendom and for the institution, in general, of religion. To those not conversant with political developments in the Soviet Union in recent years, it came as a complete surprise. For, to many millions and to the majority of churchmen in Christian and, indeed, in other lands, Moscow, since the revolution, had been regarded as a sort of world citadel of communism and, therefore, of outright atheism. The world could not forget that in the early post-revolutionary days the higher councils of the then ruling Communist Party, which completely dominated the Supreme Soviet or Parliament of Russia, had to all intents and purposes banished not alone the Russian Orthodox Church but all religious institutions from their scheme of things to come.

It was my privilege as the Special Correspondent of the Beaverbrook London Daily Express to undertake the first of many subsequent assignments to Moscow, in the winter of 1922-23. Lenin, leader of the revolution, lay dying behind the then red but now white walls of the historic

Kremlin located in the heart of the new capital. The country was just beginning to emerge from the ravages of one of the most widespread famines in history; that, of course, which followed in the wake of Russia's last war against the Germans and her subsequent revolution. The revolution had taken place but forces were still at work, mostly in clandestine fashion, in a last determined if not desperate attempt to restore the old order. In the vanguard of that movement were the two most powerful of Russia's pre-revolutionary churches, the Russian Orthodox and the Roman Catholic. Their leaders and followers alike had fought openly in the revolutionary period itself. But the Red Army had become firmly established and with its advent, supported by an equally powerful Checka or secret political police, those, including churchmen, still hopeful of a counter-revolution were driven underground.

The churches took a proper stand at the time. They had become part and parcel of the Czarist regime. The Russian Orthodox was the *official state church* and as such was heavily subsidized by the state. The Roman Catholic Church functioned independently, as always it must do, but it owed its development and prosperity in Russia largely to the freedom which it enjoyed under Czarist rule. Both churches had accumulated vast property holdings. They commanded the support between them of millions upon millions of religiously-minded Russian citizens. It was to preserve that heritage that they fought and upon many occasions fought with a grim ferocity.

It was that attitude and that stand which provoked the conflict between church and state with the coming of the power of the Soviet. Flamboyant banners strung across street intersections throughout the length and breadth of the new Union proclaimed religion to be the opiate of the people. Church leaders including scores if not hundreds of bishops and priests, Russian Orthodox and Catholic alike, were arrested and imprisoned while the edifices which formerly they controlled were confiscated and in countless instances converted into anti-religious museums, into workers' clubs and to sundry other uses.

There developed at about that time an organization whose influence spread like wildfire. It became known as the Militant Atheist Society. The Kremlin's communist hierarchy took pains to emphasize, mostly for the edification of the outside world, that this was not in any sense an official body. It was officially described as purely a voluntary group of free citizens which had chosen to stamp out religion in the interests of a truly "democratic" state.

I recall a memorable occasion upon which I visited the offices of the Organizing Secretary of the Militant Atheist Society in the Red capital. His first disclosure was a claimed membership of 5,000,000 men and



women. He then pointed to a large-scale map which covered one of the high walls of his main office. That map was densely pin-pointed to indicate how the new Godless League had taken hold in cities, towns and villages, in offices, factories and upon farmlands, in every quarter of the Union. Plans for the future, as outlined to me, gave little ground for a belief or hope that religious institutions as such could survive in the new Union of Soviet Socialist Republics. As I concluded my hour's interview, I was handed several copies of the society's official organ. It was a magazine of about the dimensions of the *Saturday Evening Post*. It bore the title *The Beybojnik* which, translated into English, means *The Atheist*. The first copy I perused carried as its cover-page illustration a caricature of Christ presiding over a whisky-still. Bishops and priests were similarly pilloried on page after page as racketeers and exploiters of the people. Artists, described as among the most talented in the Union, contributed these drawings in the interests of the cause. Men and women, claimed to be among Russia's most gifted writers, were represented in the fantastically blasphemous literature which comprised the publication's reading matter. The Secretary of the Militant Atheist Society told me on that occasion that the magazine had attained a circulation of at least 5,000,000 and would probably exceed 10,000,000 in another year or so.

Russia's Supreme Soviet or Parliament by this time had abolished the Julian and Gregorian calendars. The days of the week as we in the English-speaking world know them—Sunday, Monday, Tuesday and so on—had vanished into the limbo of forgotten institutions. All the age-old days of rejoicing accepted by the Christian world, including Christmas and Easter, were no more. These Christian feast or holidays were replaced first by four and later by five national public holidays associated with the revolution.

Incorporating these national holidays only, Russia established her own calendar which for some time provided for a 73-week year. This was formally developed into the Soviet's "Eternal Calendar" when on October 6, 1923, (Revolution Day) the Council of People's Commissars solemnly proclaimed an arrangement which gave *five days to a week*, six weeks to a month, plus five holidays with national instead of weekday names. These holidays were: January 9, Peasants' Massacre, 1905; January 21, Lenin's Death-day; May 1, International Labor Day; October 26, Revolution Day; November 7, Kerensky Flight. Leap-Year Day became a quadrennial holiday known and recognized as Industrialization Day.

The chief purpose of this calendar was to increase production insofar as it would ensure that machines in the factories would never cease to operate. Workers were issued yellow, pink, red, purple and green cards. Each became entitled to one free or rest day in the five-day week, each

color representing the particular day upon which the holder was to be free. By this arrangement rest days were staggered. There was no common weekly holiday such as Sunday.

The system wrought one great hardship upon the family. For no consideration was given in the distribution of the free-day cards to workers with family ties. Thus Alexei Alexeievitch, father of say a family of four grown children, all working, downed tools on the Russian equivalent of our Monday. For he held a yellow card. But his son, Alexei Alexeievitch the second (junior), carried a green card. Thus his free day would fall on the equivalent of our Wednesday. The wife and mother of the family, Natasha Alexandrovna, had been issued by her factory chieftain a pink card so that her rest or free day probably fell upon the equivalent of our Friday or Saturday. And so forth, as far as that and the average Russian family at that time was concerned.

This hardship would not have been felt so acutely were it not for the fact that in these early post-revolutionary days the family home had been replaced by the workers' communal club. Rarely under the then prevailing housing system was it possible for a family to live together as a single unit under a single roof. The law provided that each individual, man and woman, was entitled to so many arshins of floor space in a dwelling. The dimensions of that space gave the average Russian individual living space the size of a small bedroom in the average worker's home in America. No provision for the family was made under this plan. The members of the family were expected to come together when they so desired in their neighborhood communal clubs. When wives were due to have children their problem was solved by having child-birth take place in the nearest communal day nursery. As time passed concessions were made to the desires of families to be together, but for many years families remained hopelessly and unhappily segregated, one member from another. Thus when the state introduced the idea of the staggering free day, a father seldom saw his wife or son or daughter. For all but one worked when one was free and vice versa. This hardship applied likewise to friends and sweethearts. It created widespread discontent in every section of that far-flung Union.

The "Eternal Calendar" remained the law of the land in Russia until December 1, 1931, when it was replaced by another. Its successor, still strictly a Russian calendar, provided for a 12-month year with the same holidays as before and the same extra day for leap year. Months were given 30 days and the *weeks of six days* were arranged to end on the 6th, 12th, 18th, 24th, and 30th of the months. The staggering free or rest day was abolished. The dates mentioned became common national



rest days, save in some industries; rest days for workers and machines alike. The colored card system was discontinued and once more families rested and relaxed together.

Significant was the fact that in these two Russian calendars the name days of the week as we know them were eliminated. That elimination included Sunday in such a carefully calculated sense that the dates enumerated as free days could not fall on the Sunday of the Gregorian or Julian calendar. Yet the 1931 calendar was a marked advance in their calendar reform. It restored to the family some semblance of family unity and convenience. It gave friends an opportunity to meet upon a common day of the week. It brought a new spirit of contentment, if not of happiness, to millions of Russian citizens and, with an extension of concessions in the matter of housing accommodation, led to a development of what we describe as home or family life. Workers still spend evenings in their communal clubs and communal theaters, but they have turned more and more to the privacy and comfort of their little apartment homes. That is to say urban workers.

Russia's government throughout its period of experiment in calendar arrangements has encountered its most formidable difficulty in imposing calendar changes upon those millions working on their state collective farms. Russia's farmer-peasants through the ages have worked with calendars based in a general sense on the four seasons—spring, summer, autumn and winter. Millions stuck to the old monthly and weekly divisions of the Julian calendar, stubbornly declining decreed changes, long after the revolution. They planned their work according to the seasons and to the months and weeks prescribed by a calendar to which they and their fathers before them had been accustomed. Many hundreds of thousands even marked Sunday conspicuously on their improvised calendars and, when no longer possible to attend church on that day, conducted clandestine services of their own, using a hidden but carefully preserved ikon as the symbol of their worship and beliefs.

I toured the whole of European Russia in the summer of 1934. I travelled down the Volga River to the Crimea, through the Caucasus, the Georgian Autonomous Soviet Republic, and through the rich black earth farming region of the Ukraine. I visited many state-controlled collective farmlands, and, arriving at some of these on the day equivalent to our Sunday, was able to observe how many of these sturdy peasant farm workers still clung to their ikons and religious relics including wall decorations of the past.

It was that apparent non-interference with their religious feelings which convinced me as far back as 1934 that Russia was veering away

from her earlier anti-religious policies. I noticed this metamorphosis in the same year in Moscow and also in Leningrad. For, after an absence from the Union of two or three years, I was to find that the Militant Atheist Society had long since ceased to exist. The *Bejbojnik* or Atheist magazine was no longer in circulation. Churches were being renovated and reconstructed and people even in Moscow were openly going again to services conducted by Russian Orthodox priests on the equivalent of our Sundays.

It was true that the aged Patriarch Tikhon, Russian Orthodox Patriarch of all the Russias in 1922-23 (when first I visited the new Red capital), had been tried for alleged counter-revolutionary activities. I had visited him at his datcha or summer bungalow on the outskirts of Moscow several times in his period of exile, pending his trial. Later I attended his brief trial which ended with an acquittal after he signed a declaration assuring the government that he would not further counsel opposition among his followers to the newly-established Soviet power.

I attended, too, the trial of Polish-born Monsignor Tsepliak, Roman Catholic Primate of Russia in the pre-revolutionary, revolutionary, and early post-revolutionary days. His trial, with that of about 25 or 26 Catholic prelates, took place in the old Hall of Nobles in the heart of the business section of Moscow, a stone's throw from the Great Ballet Theater. It was a dramatic affair which might have ended in the deaths of many of the arraigned priests were it not for the publicity given the trial by the correspondents, including myself, and the consequent outcry raised by the world at large, expressed in strongly-worded telegraphic protests which poured into Moscow from most if not all nations. The aged Catholic primate received a two years' prison sentence but some months later was freed and permitted to return to Rome when Italy concluded her first Trade Agreement with the Kremlin.

These events it should be stressed occurred before the advent of Joseph Stalin to the leadership of Russia's Supreme Soviet or Parliament. Leon Trotsky, since exiled from Russia and murdered in Mexico, seemed at that time destined to inherit the mantle of his close friend Lenin. He was Minister of Defense for many years and as such leader of the Red Army. It was not until he and Stalin differed over the necessity of a world revolution as a preliminary step toward success in Russia that Trotsky's power and popularity began to wane. With his exit went Zinovieff, one-time head of the Third World Communist International, his brother-in-law Kameneff and others who had formed a pro-Trotsky bloc against Stalin and his friends, in a plot to assume supreme power.

It was then that Joseph Stalin with a policy of socialism in one country in our time began his ascent to a position which since has made of him



one of the world's most powerful, and, among United Nations, a most influential national leader.

Stalin, as many know, was born in Gori, a little town eight miles from Tiflis, capital of Georgia. His parents were members of the Russian Orthodox Church and being persons of deep religious conviction, contrived to send Joe to the Georgian Theological (Russian Orthodox) Seminary in Tiflis. Their wish was fulfilled for their son finally found himself a theological student in that seminary. What happened to end his career there has never been clearly established but the historic fact remains that he did work and study in that seminary for one or more years before applying his energies to politics.

Now the world awakes one morning to read that after conversations with Joseph Stalin there has been recreated, with the full sanction of the Soviet Government, the Russian Orthodox Church with a duly elected patriarchate holding dominion over all of Russia's 8,000,000 square miles of territory.

The bare announcement is important political news in itself; perhaps the most important political development in Russia since Stalin's rise to power as the Union's first statesman. More important and deeply more significant have been the photographs which have been coming out of Russia in the last year, relating to the activities of the Russian Orthodox Church. A recent batch of these photographs, perused by this writer, portray high dignitaries of the Russian Church—many of them—presiding in their rich ceremonial robes at Easter services all over the Russian Union. The pictures have been labelled by the official Soviet Photographic Trust "scenes at Russian Easter services." Details of the rituals recited by the Russian Orthodox prelates have been recounted and emphasis placed upon the fact that the services were in recognition of Easter Day and everywhere were widely attended.

Does it not seem possible, therefore, if indeed not probable, that Russia, perhaps only by virtue of the sufferings of her people in common with those of the United Nations in this war, plans to return *holus-bolus* to the principles and practices of Christianity as they prevail in so many other lands? Easter has not been the only Christian holiday which the Russian people have been encouraged to celebrate since the war began. Moscow correspondents last Christmas gave considerable space to colorful descriptions of Christmas services and festivities and doubtless will be called upon so to do again this year. These Christmas services and festivals observed in the Julian calendar still used by the Russian Church are celebrated on January 7, thirteen days after the Christmas of the Western Gregorian calendar. The Archbishop of York, who recently visited the new Metropolitan-Patriarch in Moscow, stated publicly upon his return to England

that the new Russian Church is *entirely free*: "Stalin," the Archbishop said, "being a great statesman, has recognized the power of religion."

That being so, a return of Sunday, throughout the Soviet Union, appears inevitable. With the return to Sunday of the week, there must come Monday, Tuesday and the remaining days of the old pre-revolutionary week.

It is not surprising in these circumstances that Russia has given considerable attention to America's World Calendar Movement. Outstanding Russians, time and again in recent years, have advocated calendar reform for the Union. Maxim Litvinoff, one-time Commissar of Foreign Affairs and later Russian Ambassador to the United States, acted as Rapporteur for the Transit Commission of the League of Nations at Geneva in January of 1937. The occasion was the League Council's 96th session. M. Litvinoff's report was an endorsement of calendar reform. It represented the result of more than a decade of study and research undertaken by the League's globe-embracing organization. M. Litvinoff in presenting that report declared it to be a matter of the greatest possible pleasure to be able to advance the cause of calendar reform as one subject which he recognized as commanding a wide measure of support among his listeners. Newspaper correspondents in Moscow later reported that the Soviet Government strongly supported that calendar reform resolution.

It should be emphasized that M. Litvinoff at Geneva simply fulfilled his function as Rapporteur in presenting the report on calendar reform. He was not empowered so to do nor did he seek for a fleeting moment to commit his government either to the principle of calendar reform or approval of The World Calendar. Yet he revealed himself to be, as unquestionably he is, interested in, if not greatly impressed by, The World Calendar plan. Others similarly highly placed have expressed views on the proposal indicating Russia's disposition at least to consider adoption of this calendar.

Russia probably more than any other nation today must feel the need for a calendar which will conform with those of other nations. She has become allied to the United Nations. Emerging from this war as one of our victorious allies, as now she cannot fail to do, she will continue to be a partner or ally of these nations in the peace years that lie ahead.

Today, officialdom in the land of the Soviet must make use of four different calendars. Reference to the old Russian Julian calendar must be made to compute events up to 1923. The five-day Russian calendar must be consulted in relation to events from 1923 to 1931. The former six-day Russian calendar must be used to cover the period from 1931 to 1940, when Russia returned to the *seven-day week*. Then, in her relations with the outside world, official Russia must turn to the existing Western Gregorian calendar.



Five winters and several summer periods spent in the land of the Soviets since the early post-revolutionary days which I have described have convinced me that the Russians are a reasonable, logical, and, nowadays, progressively-inclined people. They have demonstrated upon many occasions during this war that they intend and hope to be permitted to cooperate to the fullest possible extent with the United Nations, which have stood beside them in their hour of peril, when peace comes. They have abolished world communism. They have restored complete freedom of religion. Is it not reasonable to suppose that they will go still further and revert not only to the normal seven-day week with its name days and months as we observe them, but agree to a common calendar as well; a calendar which 14 nations have now approved and which seems destined sooner or later to become a calendar for world-wide use? I believe that this will be Russia's disposition; that, if for no other reason, she will adopt this new World Calendar as a gesture of her determination to work in harmony and in the closest association with the American, British and Chinese peoples when the war drums throb no longer and the battle flags are furled.

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## WESTWARD JOURNEY TAKES LESS FOOD

BY DR. C. H. CLEMINSHAW

*From The Griffith Observer, Griffith Observatory, Los Angeles, February, 1942*

STEAMSHIP companies would save money by running all their world tours to the west, because an eastward journey around the world consumes six more meals than a westward one. As one goes eastward, he sets his watch ahead and eats each meal a little sooner than a person who stays at home. When he gets back he finds that he has eaten three more meals than the rest of us. A traveler to the west sets his watch back and eats each meal a little later than a stay-at-home. He misses out on three meals. The difference between the two journeys is six meals. Those who wish to reduce their weight should take a world cruise to the west.



# STUDENT OF POSTWAR PLANNING ADVOCATES NEW CALENDAR NOW

By E. C. Rayner

*E. C. Rayner, Editor and Publisher of the newly established Postwar Digest, which he terms "The Weekly Digest of Postwar Thinking," is a writer, magazine creator and publication owner of note. He established the magazines Radio Digest, Advertising Agency, American Culture, and compiled and edited the Book of 500 Successful Advertising Plans and Ideas. No student and critic of postwar projects and plans, upon which the coming peacetime world order and prosperity must be rebuilt, is better qualified to write upon the subject currently.*

WHAT is postwar planning?

It is hard to define, I would say, but surely it encompasses decisions and accomplishments which must be made and be recorded today, so that they may work out and reflect advantageously for all of us in the happy days to come when victory and world peace have been won.

Certainly postwar planning must be done today, without delay.

A comparative newcomer into the limelight of newspaper headlines and news pictures, the powerful Henry J. Kaiser, of ships, and dams, and planes, and steel, recently said:

"There is no need to belittle the conscientious planning which has been undertaken, but we are in grave danger of talking the postwar program to death. The time for doing has come. The specifications for postwar production should be under way. There should be a great inventory of projects on the shelves of American enterprise, ready for postwar delivery."

Unquestionably the blueprints for postwar planning should be drafted and printed today, to be read and approved and projected.

Another voice has been raised, that of the editor of *Steel Magazine*, an important trade publication which speaks for the important steel industry. E. L. Shaner, who writes currently in that monthly paper, editorializes as follows:



"You hear many arguments pro and con on the subject of postwar planning now. Some say we must forget it—that it detracts from winning the war. Others say, without planning, victory may only usher in defeat—defeat of everything for which we are fighting.

"It seems reasonable that to meet new problems successfully you must know what problems to expect. That requires study and analysis. To be prepared to do something about it when the right moment arrives calls for planning beforehand. It is the function of the military to make plans for war. It is the function of business to make the plans for peace.

"Such preparation and planning does not imply any sacrifice of maximum productive output nor any limitations of ingenuity on behalf of winning the war. For certainly no one can accuse American business of having a one-track mind. It has always proved itself as capable of tremendous doing and farsighted thinking at one and the same time. To bring the boys home at the earliest possible date is the purpose which motivates all industry.

"But, we have another responsibility to these boys. It is, to be ready to go when they do come home—ready to launch plans that will give them what they most want, an opportunity to work and attain things and advantages they've been dreaming about over there. Let's not be responsible for an Industrial Pearl Harbor."

A confidential survey made by the Office of War Information among American soldiers at the war fronts reveals that one of their chief worries has to do with whether they can get their old jobs—or any jobs, for that matter—when they do get back home. When, and if, OWI decides to release these figures, American business men will have something startling to think about. It is not known just how far this soldier survey extended.

However, in one large combat unit, men were given blank paper and asked to write down just what was on their minds. There were no promptings of any kind, it is understood, and papers were turned in unsigned so no check of individuals could be made. Tabulated results showed that the postwar job outlook was the dominant topic in the soldiers' thinking today. This should be a powerful stimulant in the project of postwar planning.

That "Puck" comic strip character, Snuffy Smith, whose frequent and famous expression, "time's a-wastin'," has the right idea about getting into action, though he frequently leaps before he looks, creating humorous difficulties and disasters over which his followers laugh no end.

We must not waste time, but should now definitely plan and project both in industry and agriculture for the assured employment of millions when the war is over for these United States or we will be courting disaster, and it is no laughing matter. Our national security is at stake, and the peace and continued security of the world can be seriously affected if we do not plan well, and "time's a-wastin'."

For private enterprise and the American way of life in postwar days, Eric Johnston, President of the Chamber of Commerce of the United States, warned in a recent address:

"Unless private enterprise can assure the worker of full employment after the war, the American people may decide to trade their freedom for some other form of government. Management will meet the challenge but industry must have some assurance with respect to their own security.

"This warning should be framed in large letters over every executive desk in Washington. But manufacturers should remember no public relations campaign conceivable can sell free enterprise to the American people, or any other people, unless free enterprise can show accomplishment.

"The people of Germany and Italy put security before freedom, and England, seeking security, is now leaning to the left. But we do not have to look beyond our own doorstep to Europe for proof. It was provided for us here in the United States during the thirties. And what was a prewar trend could become a postwar actuality."

For the American worker on the farm, the United States Department of Agriculture predicts ample employment in postwar days. Government economists and farm officials are of the opinion that American farmers will have a market far greater than their ability to produce for at least five years after the war. The predictions are based on the prospect that the United States will have to send abroad for relief and rehabilitation even more food than it is now sending for lend-lease and military purposes.

Domestically the United States has never supplied its own population with enough of the right kinds of food to sustain good health as a whole. If our American people are permitted to buy all the food they want at present prices and conditions of a high level of employment, they will take all that farmers will be producing. Farm officials, on the basis of hopes that industrial production will be maintained at high levels in the postwar days, are planning to improve agricultural production and economic and social conditions of our farmers.

Officials estimate that at least 300,000 new farms would be needed to supply all food requirements from the United States. To make additional land available for settlement would require irrigation, drainage and clearing. It is estimated that there are something like 30 to 40 million acres of such land. Of this total 10 to 20 million acres could be reclaimed in Western states through irrigation, and another five million acres of fertile land in the Mississippi River delta through drainage.

About 15 million acres requiring drainage and clearing are located at various points over the country. Part of 20 million acres acquired by the Army and Navy could be returned to cultivation, to provide farms for at least 25,000 families. It has been suggested that this land, as well as reclaimed land, should be held for veterans. The reclamation program would



be an important part of public works to provide employment during the reconversion and demobilization period at the war's end.

One of America's best known industrial designers, Raymond Loewy, warns of the danger of what he calls "postwar dream propaganda." He recently wrote for *The New York Times* on this subject, and I quote in part:

"There is not a field that has not at some time been exposed to postwar dream treatment. Manufactured items that will afford shelter, clothing, food, health, travel, recreation, would seem to be trembling upon new thresholds of improvement. But the man who expects to turn his war bonds into a packaged home may have to wait longer than he now supposes. That nasty little element of time is the sticking-point in all this.

"The tendency of the average reader to skip happily over references to two years or more after the war may be the undoing of many reliable manufacturers of normal goods. Impression, consciously or unconsciously, is being made upon the consuming public which it may be difficult to temper. Product engineers see dangers of such propaganda.

"Two consequences of this public miseducation threaten—lag in buying and loss of confidence in industry's potentialities. At the very time when mass employment is imperative, lag could have serious economic consequences.

"Unless the resumption model is accepted, successive advanced design will be delayed indefinitely. There is no reason this model should not be accepted. It is a good, tried and tested product."

An equally prominent and forward-looking industrial designer and engineer, Walter Darwin Teague, is more optimistic as to the speed with which many new and improved products will be placed upon the postwar market, but states that in planning these products today for peacetime sale no designer or manufacturer is lessening his war production efforts.

"No one has diverted to postwar planning manpower hours which could be occupied in war work. But time has been found for thought and design to an extent that many postwar products are already well crystallized. Where it seems that major retooling will not be possible before the coming of peace, plans have been made to incorporate in prewar products all improvements that are feasible without major retooling; and plans for completely new and advanced products have been carried forward in time for these major changes.

"Competition after the war will be intense, unexpected, unprecedented. Shipbuilders will be making popular airplanes, airplane manufacturers will be making household appliances. Thousands of manufacturers who have got out of well-worn grooves in their war work will stay out and start making goods they never made before.

"It is my firm conviction, based on direct knowledge, that as soon as

production can be resumed after victory, the public will be offered new and greatly improved models in most, if not all, lines of consumer goods. And, as soon as retooling and testing can be accomplished, new products will appear which will make the fanciful predictions that decorate our advertising pages today seem commonplace . . . [The public] does expect, with every right and justification, that major improvements will follow war just as fast as manufacturers can get them ready."

The National Association of Manufacturers has reported, following its recent Postwar Industrial Research Survey, that, while "some armchair dreamers" paint fantastic pictures of a Utopian postwar world in which houses, automobiles, refrigerators and even human behavior will be revolutionized, this is idle fancy.

"More significant is the faith of scientists and engineers of American industry in the postwar future. Men of industry now are dealing with actual products and processes which Americans will enjoy within the next few years. Their testimony carries weight. It can be relied upon.

"It should be recognized that development contributing to faster, better and more efficient industrial production within industry is reflected in benefits to the consumer by way of lower prices and higher quality. Selling more goods at lower prices is America's manufacturers' road to profits, maximum employment and maximum benefit to consumers."

The Assistant Attorney General of the United States, Wendell Berge, predicts that all of the postwar world will be our market and heralds an era of national prosperity and ample employment opportunities as soon as peace is won.

"A new industrial era is before us," Mr. Berge believes. For example, he states: "Plastics and light metals will open up undreamed of horizons. Benefits from chemical developments are barely touched. Improved methods of transportation will amaze even the most farsighted.

"The American public and civilization as a whole will benefit from these technological improvements in direct relation to the extent of competition in these industries.

"All the world will be our market.

"We can pit the miracle of our mass production against the lethargizing effect of cheap labor in other countries—and we can bring competition to an even level. Disadvantage results only when we limit production and foster high prices. By so doing we surrender the advantages of our industrial perfection and reduce ourselves to competing solely on the basis of low wages.

"Rather than enter an era of controlled production and fixed prices, we should set our eyes toward the goal of unlimited production and the level of price advantage which flows from an economy of competitive enterprise. Such are the inherent rights of future Americans."



If we do go after and cooperate for this global market immediately following World War II, a vast majority of our postwar problems will have been solved, and certainly it would dissolve our greatest of all fears for coming peace days—that of unemployment. The U. S. Chamber of Commerce's Committee on Economic Policy estimates that if postwar prosperity is to be achieved some 50 million Americans will have to have jobs, 11 million more or less who will return from service.

It would appear that the required high levels of employment for the postwar period can be achieved, for employers should have the incentives to put men to work with the greatly enhanced buying power of this nation's public and the needs of the world to be met by America, or so the postwar picture looks today.

Emerson D. Schmidt, reporting for the CEP, says:

"In 1930 we had a shortage of employment offers because there was not sufficient incentive to induce employers to invest and expand. Utilization of all our manpower falls into two problems: (1) Using existing plant and equipment and (2) Creating new investment in providing jobs. Not only must the businessman have incentives to utilize what equipment he has, but in our type of society there must be constant expansion in employment facilities if we are to have prosperity. This is true for two reasons: (1) Our net labor supply increases annually at a rate of 700,000 people because of excess of births over deaths. (2) If saved portion of people's income remains uninvested in real capital, this constitutes idle purchasing power and must bring stagnation.

"Prosperity is impossible without new investment. If safety of existing investments in factories, mines, forestry and service enterprises is impaired because of low earnings, incentives to make new investments in additional job-creating facilities will lag.

"Investment takes place only after careful prediction of the future. Every investment is an exercise in forecasting. Once dollars are converted into brick and mortar, into machines and equipment, these dollars become a sunk cost and as a rule they can be recovered only by making facilities profitable."

Therefore the cry is for blueprints for the postwar world, so as to build wisely and well.

In this Chamber of Commerce report quoted above the economist, Emerson D. Schmidt, dismisses the short work-week for labor as no solution to labor problems. As he states, a "solution to unemployment is sought by reducing the length of the work-week, thus spreading employment. This is no real solution to the problem if we wish to hold our standard of living or increase it, because it divides up unemployment and does not materially increase output."

But in this blueprint for the postwar plans there is another "timing" and "saving" element which should be included now, before the war ends, to create a better and more orderly and efficient postwar world. I refer to The World Calendar, of which I am an advocate.

There is no gainsaying the fact that The World Calendar of 12 months and equal quarters definitely simplifies office operation, manufacturing routine, industrial records, educational institutions and in fact all types of endeavor.

The fact that periods can be compared, that all days and dates remain constant year in and year out, that records and activities which must be planned anew each year become matters of mere routine, has convinced thousands of business men, educators, industrialists and retailers that this calendar should be adopted.

In view of the fact that this is the case, and that such organizations as the National Education Association, National Retail Dry Goods Association, New York State, Pittsburgh, Galveston and St. Louis Chambers of Commerce among others have either endorsed the calendar or have appointed study committees to investigate it, there can be no justifiable reason why the efforts toward adopting this calendar should be delayed until after the war.

The adoption of this calendar would assist war production, ease the burden of government accounting, and speed work all the way down the line. However, in spite of the support The World Calendar Association is receiving from innumerable organizations, should the adoption of the calendar be delayed until after the war, there is every reason why all the groundwork should now be laid in order that this should become a definite "must" at the peace table.

For the smooth adoption of The World Calendar, it is best to adopt it on the *day, date and month* when both the new World and the old Gregorian Calendars meet.

There are but few such dates: Saturday, December 30, 1944, when the following Sunday, December 31 in the Gregorian calendar, becomes the new World Holiday, extra Saturday, December W, in The World Calendar. Thus Sunday, January 1, 1945, would see the new calendar in actual operation. The next date for adoption is Sunday, July 1, 1945, when both calendars meet.

In 1946 there are two dates: Friday, March 1, and Wednesday, May 1. Both these dates occur within the week, which is not as advantageous as the dates of 1944 and 1945. Action should be taken by the end of 1944 or the middle of 1945.

This becomes especially pertinent in view of the fact that 14 nations have already officially approved this orderly rearrangement of our present calendar. Unity and cooperation are without doubt one of the primary ob-



jectives of the Allied forces and the United Nations. It appears that this hoped-for unity could well be enhanced should the entire world establish a definite common denominator of time without delay.

Although the majority of nations now use the Gregorian calendar for their official correspondence, there are more people who do not use our Gregorian calendar in their personal life than those who do.

*Therefore I advocate inclusion in the immediate drawing up of blue-prints for pre-postwar planning of The World Calendar for adoption before World War II is over and the postwar period arrives. Make it a part of pre-postwar accomplishment for the better ordering of the new world we anticipate.*

### IT'S EASY—IF YOU HAVE THE TIME

**I**NDICATIVE of the time wasted and the energy consumed in trying to find the day of the week of any date, we are indebted to Adam Rosenthal, a member of the St. Louis Advertising Club and manager of a life insurance agency in that city. Mr. Rosenthal has as a business card a formula by which the day of the week of any date can be ascertained, but the mental problems involved are, to say the least, complicated.

With his permission we are reproducing it below.

- Add—(a) Century key  
 (b) Year of century  
 (c) One-fourth of that year (drop all fractions)  
 (d) Month key  
 (e) Date of month  
 Divide total by 7 and ignore quotient.  
 Remainder equals code for day of week.

Century Key	Month Key
1600 to 1699 is 4	*Jan. is 3    Jul. is 2
1700 to 1799 is 2	*Feb. is 6    Aug. is 5
1800 to 1899 is 0	Mar. is 6    Sept. is 1
1900 to 1999 is 5	Apr. is 2    Oct. is 3
2000 to 2099 is 4	May is 4    Nov. is 6
	June is 0    Dec. is 1

\* In leap years Jan. is 2 and Feb. is 5

Answer	Example:
1 Sunday	Date—Dec. 7, 1941
2 Monday	Add— (a) 5
3 Tuesday	(b) 41
4 Wednesday	(c) 10
5 Thursday	(d) 1
6 Friday	(e) 7
0 Saturday	7   64
	9 and 1 over
	1 = Sunday

(Memorize the formula and baffle your friends.)

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## U. S. DEPARTMENT HEAD GIVES ALTERNATE DATES FOR CALENDAR CHANGE

*H. W. Bearce, Chief of the Division of Weights and Measures, National Bureau of Standards, Department of Commerce, long interested in calendar change, has written many articles for the Journal of Calendar Reform. His department has been a constant source of information relative to past and future days and dates.*

MUCH has been written regarding the earliest date on which The World Calendar can be put into operation. This date is Saturday, December 30, 1944, when both the Gregorian and The World Calendar coincide. The following day, December 31 in the old calendar, would then be the Year-End Day on the extra Saturday, the World Holiday, December W, in the new. Thus the day, *Sunday*, and the date, *January 1*, will be initiated as the beginning of the year for all future years.

However, The World Calendar could be put into effect without any perceptible jar to our social or economic structure at a time when the first day of a quarter, *i.e.*, January 1, April 1, July 1, or October 1, falls on Sunday. It could, in fact, with no interruption or discontinuity of dates or days of the week, be put into use when the first day of the first month of any quarter falls on Sunday, the first day of the second month of any quarter falls on Wednesday, or the first day of the third month of any quarter falls on Friday.

There would, in fact, be certain advantages gained by adopting it at some time other than Sunday, January 1, 1945. The date that would serve admirably as a starting time would be July 1, 1945, when Saturday, June 30, 1945, is followed by Sunday, July 1, 1945. There is, therefore, no necessity for waiting until January 1, 1950, 1956, or 1961, when January 1 falls on Sunday, before putting The World Calendar into use.

For the sake of comparison it is worth while to place side by side the two calendars for Sunday, July 1, 1945, to Saturday, December 30, 1945. From July 1 to August 30, the calendars are identical, then they change by only one or two days. In The World Calendar, the old date, December 31, is



changed to the new World Holiday, December W, and, as we have seen, the beginning of the year is Sunday, January 1, 1946.

[The chart for the third and fourth quarters follows, this according to Mr. Bearce's design.]

Gregorian Calendar

THIRD QUARTER 1945						
July						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
August						
S	M	T	W	T	F	S
	1	2	3	4		
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	
September						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

World Calendar

THIRD QUARTER 1945						
July						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
August						
S	M	T	W	T	F	S
	1	2	3	4		
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		
September						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FOURTH QUARTER 1945						
October						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
November						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
December						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FOURTH QUARTER 1945						
October						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
November						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
December						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

\*

The differences are seen to be slight; and yet by these changes the calendar becomes perpetual, dates and days of the week become stabilized, the quarters become equal, school schedules and holidays become fixed, and statistics for corresponding calendar periods become comparable.

Unnecessary delay would be avoided; the fiscal year of the Federal Government and many private businesses begins on July 1; time would be afforded to become familiar with the new calendar before anything at all unusual would be required. The transition from the old to the new would be so simple and easy that the change would scarcely be felt.

Are not these slight changes justified, in view of the advantages to be gained?

Two other dates on which the change can be made are on the first day of the third month in the first quarter, Friday, March 1, 1946, and on the first day of the second month in the second quarter, Wednesday, May 1, 1946. These other possibilities are not as good because they break into the quarter-year divisions and also into the week itself. Concentration should therefore be directed to either the Saturday, December 30th date, end of 1944, or Sunday, July 1, 1945. Between the years 1946 and 1950 no such date is available. It is wise, therefore, for the change to be made *before* 1947 if civilization is not to wait until Sunday, January 1, 1950.

In view of the many benefits to be gained with The World Calendar there is no logical reason for postponing its adoption to the second half of this century.

\*The extra Saturday, December W, the Year-End Day or World Holiday, follows December 30.

# EDITORIAL JACK OF ALL TRADES SEES HOPE IN NEW WORLD CALENDAR

*By Richard Stephenson*

*Probably Mr. Stephenson's greatest bid for fame is as Editor of an authoritative primer on police work. This book, Police Methods for Today and Tomorrow, is widely read and is in the library of practically every police chief in America. Magazine editor, newspaper reporter, Mr. Stephenson has a wide experience in the publishing field. He was public relations counsel for the Brewery Industry Foundation, and served as a senior information officer with the United States Treasury Department for several years.*

WHEN you're a reporter, writer, author and public relations counsel, the calendar doesn't mean too much to you. Life seems to roll around in a succession of days, some dull, some exciting and—of course—every one filled with back-breaking or skull-breaking work.

Pay days, if there were any that came with any regularity, always seemed to be fixed on a Friday. There was an exception to this rule, and it was when I was a publicity man for the Treasury Department. Then, pay days rolled around on the 1st and the 15th.

This was the first time that I realized the calendar could play tricks on a fellow. Some of the older employees, veterans in the service of Uncle Sam, would occasionally bemoan the fact that they had to wait or to work two or three days longer between certain pay periods. And their songs of woe were seconded, in a much sweeter tone, by my good wife, who would point logically to the fact that it was necessary to tread lightly for a few days if we didn't want the wolf to have pups on our doorstep.

The wolf, I might point out, and I are friends of old. He's never been very far from my doorstep—or from me.

Of course, during the days when I was a reporter, covering the court house of a big industrial county, I'd curse the legal phraseology of the courts and the books of law from time to time. Elections are usually held on the Tuesday following the first (or is it the second?) Monday in Novem-



ber. Or, the Supreme Court would convene, by some neat legal master-minding, so I thought, on such and such a Tuesday after such and such a Monday in such and such a month. I'd have to tell the eager public all about that, after resorting to the calendar for a few minutes.

Then, I'd be able to write a paragraph or two, saying that the court would be in session on Tuesday, September 18, or 19, or whatever it happened to be.

I didn't take the time to figure out that those ponderous announcements were dictated by the tricks the calendar we're living by could and does play on courts of law, and our entire economic and social system.

The Federal Income Tax being a popular subject at the moment, brings to mind an occurrence during my Treasury days. The 15th, that fatal 15th, fell on a Sunday. What made it a particularly obnoxious and terrifying 15th was that the quarterly income tax payments fell due. The Internal Revenue Bureau, from Commissioner Guy Helvering (now a Federal Judge) on down to the 64 Collectors throughout the country and its possessions, announced with great clarity and frequency that payments received as of midnight Monday, the 16th, would be credited without penalty.

Despite these announcements, some of which I had an active hand in, hundreds and thousands of queries came in to swamp the beleaguered and overworked staff of deputies. A city editor with an inquisitive twist to his mind posed a question that I'll confess I couldn't and wouldn't try to answer. It was: How much did the Government lose in interest on the two-day lapse in income deposits necessitated by the day's grace?

If your income tax isn't giving you enough trouble you might try to figure that one out on your next sleepless night. It might be better than counting sheep.

The fact that a great many business men, and the number is growing by leaps and bounds, are giving some serious thinking to this question of the calendar, was driven home to me.

A friend of mine who publishes a daily paper met me shortly after New Year's Day. He was mad, mad clear through. He has a reputation, I might point out, for his business acumen and frugality. In other words, he makes money out of running a newspaper and likes it.

His tale of woe ran thusly: Christmas fell on a Friday last year. He and his staff tried to decide how many papers to publish on the Saturday following Christmas. It seems that about half the store owners decided to lock their doors on that Saturday, while the other half were going to stay open.

By the Wednesday before Christmas he was in a quandary. His astute circulation manager confessed, with a fallen face, that he couldn't figure out how many papers would be sold on the corners and in the stores, while

the advertising manager admitted that he didn't know how many columns of advertising the Saturday issue would carry.

The result was bad—very bad. My friend the publisher still refuses to tell how many thousands of papers he was stuck with on the Saturday following the Christmas that fell on Friday. And the loss wasn't confined to the paper stock alone. Think of the labor costs that were added to the debit side of that day's books!

It didn't make my friend feel any better to console him with the thought that thousands of other publishers throughout the country were in the same boat. But it did give us some new inkling of the confusion that arises from a calendar that won't stay put.

It might be human nature, but these men, who shrug their shoulders if they guess wrong at the track or on the Yanks, Dodgers or some prize fighter, fly into a towering rage if proved wrong at their given trade or profession. And so it goes with a calendar that refuses to remain the same year after year. These shifting dates and wavering holidays are as dangerous to the publishing business, and any other commerce for that matter, as the shifting quicksands on some beach area. To paraphrase the night club M.C.: "*it ain't good.*"

Of course, there are times when the variations in the present calendar aren't funny. One of the most striking examples of these is the fund drives that the welfare associations put on annually.

I had some first-hand experience with these welfare agencies when I wrote publicity for the Newark Welfare Federation. This agency was the central fund-raising vehicle for 55 private relief agencies that devoted their every effort toward alleviating the distressing conditions among the poor of Newark. One month was devoted to the fund raising. It took these agencies about one million dollars a year to operate. They needed this money badly—needed it because their patients or clients needed the services these monies provided them with.

Thus, every day was important, extremely important, during campaign time. Every day during the drive so much money had to be pledged by the residents and workers of Newark. Time was of the essence. Campaigns are seldom extended beyond the date publicly announced for their closing. Thus, money had to flow into the coffers of the Federation day and night during the month picked for the drive. And if there were more than four Sundays during the campaign month, it meant a falling off in revenue.

The reason for this is obvious: Volunteer workers devoting as much of their day as possible and all of their nights during a busy campaign week are plum played out at the end of the week. By the time Sunday rolls around they need rest. They have to have it in order to carry on during the next week at their own jobs and the work of fund-raising.



Given The World Calendar, there would be none of these problems. There would be none of the monetary losses that some campaigns for such worthy causes as welfare work suffer because of the extra Sunday or Saturday that turned out to be the first of the month. This calendar offers gratuitously a perfect plan with every quarter a perfect unit of an even 91 days, or 13 weeks or 3 months, approximating one season. And, in addition, every day and date agrees year in, year out.

The present tricky calendar of ours assumed greater significance during the time I worked as an editor for one of the larger publishing groups. Magazines are planned months in advance. Closing dates, the day when the last "t" is crossed and the last "i" dotted, are inexorable. You observe them or else.

But in order to turn out a magazine that will stand up against the competitors', a great deal of elasticity must prevail in the editorial and mechanical departments. You live with that changing calendar in front of you. Sometimes a quarter will have 92 days, sometimes 90 days. Which-ever way you figured it, there was always overtime.

Little things contribute to the success or failure of any venture. And the circulation of any magazine or paper depends on little things. If for some reason or other—an extra holiday or a month with more Sundays than Saturdays—a magazine fails to reach the stands when it should, there can be trouble.

The minor delay of a day or two gives the hard-riding and zealous competition a head start. The entire national sale is affected, the advertising proposals must be changed to meet the loss in circulation. Then, there is the disgruntled dealer who loses a sale and the regular reader who takes another "book" and perhaps likes it better than yours.

All this woe because of the calendar, that is so hopelessly without plan, wherein nothing fits.

Among other things, I've written a police textbook. And I've spent a lot of time in civil and criminal courts. Dates play a major part in any court action. So important a part, that if I had a dollar for every time I've heard a lawyer level his finger at some hapless person in the witness box and thunder, "Where were you on such and such a date?" I'd retire to the sunny South for life.

And, as I look back at the countless thousands of people I've met, I realize how important The World Calendar is to every man jack of them. Lawyers, judges, court officers, editors, publishers, business men, advertisers, government workers and *ad infinitum*.

What with war, taxes and just everyday living, life is complicated enough without the annoyance, the unnecessary annoyance, of a shifting, tricky calendar.

## "CONFIDENTIALLY YOURS" BY WAY OF ARTHUR HALE

*A nation-wide audience, according to Mutual Broadcasting System consisting of more than 15 million people, tunes in on Arthur Hale's "Confidentially Yours" six days a week. Through the efforts of Transradio News, this commentator gives to his listening audience facts and figures not usually a part of the news stories you read each day in your newspapers. They are behind-the-scene word pictures about people and events, so interestingly presented that Arthur Hale's "Confidentially Yours" is considered one of the top radio features. Below we give a portion of his broadcast for October 1, 1943.*

WE have stories for you tonight about one of New York's most interesting women, and about one of this city's most unusual organizations.

One of New York's most interesting individuals is Miss Elisabeth Achelis, who is devoting most of her time—and a great deal of money—to a campaign for adoption of a new World Calendar—a calendar which would become common to all nations.

Unlike many workers for many causes, Miss Achelis is not seeking profit. In fact, she is independently wealthy, and personally pays a portion of the expenses of The World Calendar movement which now has many thousands of members in the United States and 31 affiliated calendar committees in other nations.

The World Calendar, simply explained, calls for a calendar dividing the year into four quarters of three months each. Each quarter would have 91 days, the first month having 31 days and the remaining two months, 30 days each. The 365th day of the year would become a World Holiday, and the extra day in leap year would be taken care of by another holiday. Under this plan, the days of the month would always fall on the same day of the week, and holidays would be on the same day every year.

Fourteen nations have formally endorsed the idea of the common calendar and agreed to adopt it when other nations do. Now, Miss Achelis hopes that The World Calendar may become a reality even before the nations sit down at the postwar peace table.

The World Calendar Association sees a possible entering wedge in



Russia's calendar difficulties. After the revolution Russia abolished the Gregorian calendar, used in most of the English speaking world.

The name-days of the week such as Sunday, Monday, Tuesday, etc., vanished from the minds of the Russian people. In place of it there was established a purely Russian calendar which called for five days of work known as first, second, third, fourth and fifth day. The five days were followed by a sixth identified on the Russian calendar simply as Free or Rest Day. When Russia returned to the six-day work-week another calendar was introduced which provided for the seventh day as Free or Rest Day. Rest days were staggered in the interests of non-stop production. In order to minimize confusion, workers were given cards of different colors, the color denoting which was to be the worker's particular weekly rest day.

Foreign office officials in Moscow and those charged with the responsibility of dealing with foreign nations in the matter of trade were faced with the confusion of having to bear in mind the days of the week and dates as they applied to other nations including those using the Gregorian calendar. Time and again Russian officialdom has publicly admitted the difficulties under which the country labored owing to its calendar problems.

Recent correspondence indicates that there is a possibility that Russia may adopt The World Calendar—although Moscow hesitates to confuse her situation still further and will not take the action unless she is convinced that the other major powers will follow suit.

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### 1944 CALENDAR CONTRAST CARDS READY

AS has been the practice for the past several years, The World Calendar Association has again printed calendar contrast cards.

Printed on cream color stock with the legend in blue, these calendars for 1944 briefly and concisely, and, one might say, at a single glance tell the convincing story of The World Calendar of 12 months and equal quarters.

It has become the habit for many people interested in calendar reform to write the Association for a supply of these small but useful calendars. An adequate supply is on hand so that those who want the calendar contrast cards for 1944 for personal use or for distribution among friends can be assured that they will not be disappointed.

# THE COUNT AND THE CALENDAR

*(A satirical fable)*

*By George Kent, Former Director of Public Information, League of Nations Association of the U. S. A.*

**M**Y friend, Count d'Idio, is a refreshing contrast to most people I know. The others think only of getting things done quickly, efficiently; they think only of their comfort. They crowd their kitchens with labor-saving devices, ride in the latest model cars—when they can get them—sleep and lounge on soft, springy beds and couches.

Not so the Count. He adores the difficult and roundabout. When offered an innerspring mattress he sighs aloud for the days when he slept on the ground with a rock for a pillow. Turning on a chromium faucet, he remarks, "Comfortable, yes—but it's better to take a pail and walk a half-mile to a spring for your water. Then you appreciate it."

To all the comforts and short-cuts of modern life, he has the same retort: "Effete, debilitating!" I have known the Count for a long time and I cannot help observing that between the words and actions of the Count there is a wide divergence. I have observed that he sprawls an inordinately long time on the mattresses he disdains, that far from walking great distances for his water, he will not walk the steps necessary to have his breakfast in the dining room but insists on having it served in bed.

To everybody his inconsistencies, say I.

But it is the Count's outspoken opinions on problems of the day that interest me most. He is as set against all change and progress as he is (verbally) against plumbing and good beds. On the subject of the calendar he is particularly forthright.

"I love the old calendar," he says. "It's crude and difficult, of course—but so is nature. The old calendar makes a man think when he wants to discover a date. And that's a splendid thing. What is the mind for if not to think? Besides, it cultivates the sense of poesy in the people; my happiest moments have been spent incanting: Thirty days hath September, April, June and November. . . ."

Usually he will add: "We must do things the hard way if we are to develop our characters, and if civilization is to survive. And the old calendar is hard and wrong and awkward. Best of all, it has naught to do with



the modern tempo. This mechanical era of ours, in which everything clicks and moves with the maximum of efficiency, requires, no doubt, a new calendar, more in the spirit of the time. But I'm naturally against all this.

"The calendar is to this age what the spinning wheel is—a reminder of old times, a breath of antiquity floating through the twentieth century."

Arrant nonsense, you will say. Certainly. But the Count quite convinces himself of his own arguments. Yet I remember a day when his actions seemed to belie his words as far as the calendar was concerned. If I remember rightly, he actually cursed our "spinning-wheel system" of reckoning time.

Descendant of an old Spanish family, possessor of a gaudy coat of arms, the Count is poor and is obliged now and then to work for a living. The episode I have in mind occurred at a time when the Count was in love with a sweet girl of my acquaintance who had the great merit of being wealthy. A marriage with the young lady, he was convinced, would assure him a life of happiness and he was doing everything possible to bring this desirable event to pass.

The opportunity for such a consummation arrived in the form of an invitation from the girl's family to spend a day at their place in the country, a village so remote that there was only one train a day to be had by anyone who wanted to visit it. The Count accepted the invitation and made his preparations.

He was then working in New York and on the Saturday morning he was to set out for the country, he received a check for services he had rendered one of his occasional employers. The check was important for it represented all the money the Count possessed at the time. The train left at noon and so at 11 o'clock the Count, suitcase in hand, presented the check at the bank for cashing.

The teller glanced at the check and pushed it back through the wicket. "Sorry," he said, "wrong date." The Count examined the check, stared at the date, saw nothing wrong, pushed it back again. "How do you mean, sir?" he queried indignantly. "There is nothing wrong with the date."

The bank clerk sighed and put his finger on the date. "Mister," he said, "whoever gave you the check needs a calendar. Remember, Thirty days hath September . . . well, this check is dated *September 31* and there ain't no such date. If you can get whoever gave you the check to write you another one with the correct date, I'll be glad to cash it."

The Count swore as only a Spaniard can swear. He damned the calendar with its irregular, unbalanced system of reckoning time, this way, that way, up and down, purgatory, hell, and from every one of the 409 angular degrees of limbo—and dashed from the bank to telephone. It was Saturday, drawing close to noon, and he had to wait for a booth. His employer was out but was expected soon. The Count chartered a taxi, dashed for the

office and when he arrived had to wait 15 minutes before the man, who had committed the error in the dating, arrived.

A stout good-natured man, this employer, he cackled over the error he had made. "Never was able to keep those things straight in my mind, why doesn't somebody change the darned calendar? It's as old fashioned as shoe buttons."

The Count stood there pale and thin lipped, as the man wrote a new check. No cash was available. The check was the best he could do for the scion of Spanish grandees. To make a long story short, the Count missed the train and, in missing it, lost the girl. At least that is what I've been told. Life is full of grotesque episodes of this kind.

Count d'Idio, I understand, returned to his little apartment where hung a calendar presented to him by the local grocer, a lovely thing featuring a basket of fish. And there he spent 15 minutes firing both barrels of his shotgun at the pad of misshapen dates. The superintendent of the house summoned the police and the Count was taken to court. This part of the story is a matter of record and can be found in the files of the Seventh Magistrate's Court in New York City.

The Judge, a sympathetic individual, saw the logic of the Count's action, and released him with this remark:

"Young man, you only did what all of us have wanted to do to the calendar at one time or another. But remember you can't reform the calendar with a shotgun."

Count d'Idio, a jewel of inconsistency, never quite forgot the incident but often I have heard him rhapsodizing over that sign of a bygone age—the present calendar. "It's a rough-hewn instrument," he says, "like the wooden plowshare. It is a monument."

To me privately he said under his breath, after one of these discourses, "Imagine sewing up a rip in your pants with a monument. Imagine a WAC or a lady welder in a crinoline. That's the twentieth century with the old calendar."

To every man his idiosyncracies, say I. Confidentially, let me say that in Count d'Idio, who talks against beds but sleeps in them, who berates plumbing but wallows in hot water, we have a typically ardent supporter of the streamlined calendar, especially one like the perpetual World Calendar of equal quarters, wherein days and dates stay put, a calendar which modernizes without destroying.



# THE THIRD MILLION WAS THE EASIEST

*By Joe Roberts, Press Representative, "Stars On Ice," Center Theatre, Rockefeller Center.*

IT was in the summer of 1940 that Miss Sonja Henie, three-time Olympic winner and tenth consecutive world's figure-skating champion, together with Arthur M. Wirtz, Chicago executive and operator of the huge Chicago Stadium, made arrangements with G. S. Eysell, managing director of the Center Theatre, to convert the Center Theatre in Rockefeller Center into America's first and only ice theater.

The premiere of "It Happens on Ice," on the evening of October 10, 1940, found in the audience many of Broadway's foremost actors, national political figures and New York socialites.

More than three million people have paid to see the first and second editions of "It Happens on Ice," and the first two editions of "Stars on Ice," of which the second is still playing at the Center Theatre. It is believed that this combined figure established a new all-time high in attendance for a legitimate show in New York.

Even the most optimistic of Broadway showmen gave the ice show at the most sixty days when it opened in 1940. A combination of excellence in performance, special features, the manner in which it is produced, together with careful planning, has made all of these pessimistic show veterans "eat their words."

After all, ice reviews on a mammoth scale are only about seven years old. In the spring of 1936, Miss Henie and Mr. Wirtz, she the glamour girl of the silvery surfaces, and he a successful businessman, recognized in each other something that was needed to bring ice skating as stage entertainment to the heights of their conception of what it should be.

So they planned a production of stature in keeping with the finest traditions of the musical comedy stage.

In this production only seven years ago, Miss Henie appeared as a star in the first huge all professional ice carnival at the Chicago Stadium. She has made skating history.

Today, as co-producer of "Stars on Ice," she finds time to present and is starred in the "Hollywood Ice Review," a touring ice show on the road

less than three months, playing to thousands of people in the principal cities of America.

The operation of the Center Theatre is big business beyond the conception of the average member in the audience. There are one hundred and one champion skaters in the cast. An orchestra of sixteen musicians led by David Mendoza, furnishes the special music for this extravaganza. The pay roll of the non-professional people is huge, because the stage crew, the engineers for the ice plant, publicity, box office and executive staffs number over one hundred.

The ice plant is a factory in its own right. Fifty tons of ice are manufactured every twenty-four hours to make this novel stage possible. Someone with a sharp pencil has figured that this would supply a city of ten thousand people with ice sufficient for their needs. Bringing these figures nearer to earth, it means that two thousand homes could be supplied with fifty pounds of ice each, a day.

The stage, ice covered, includes forty-two hundred square feet, and is one hundred feet wide and sixty feet deep. The brine necessary to cover this vast stage with ice one inch deep is circulated through a total of more than thirteen thousand feet of pipe. The plant is never turned off.

It is in operation twenty-four hours a day. But the operation of this huge plant does not approximate the headaches that are occasioned by the production of the show itself. More than ninety members of the company and the theater staff have been called to active military service. Three members of that famous quartet, "The Four Bruises," are with the armed forces. Such famous skaters as Skippy Baxter, Neil Rose, Meryl Baxter, and Tommy Lee are among those who have answered the call of their country.

But the Army and the Navy are not the only factors with which Catherine Littlefield, the director, has to contend. Romance has blossomed nineteen times, and of these nineteen couples three have produced offspring who will probably be skating at the Center Theatre ice show when they reach the ripe old age of seventeen.

The cast does nine shows a week, including Saturday, Sunday and Wednesday matinee. There are six night shows, with no production either Monday afternoon or Monday night.

In spite of this continual grind, William H. Burke, the executive director, finds time to take the entire show to West Point each year, where it is produced on the Army ice rink. One thousand tickets a week go to soldiers and sailors. These are distributed through the USO. Arrangements have been made to entertain wounded soldiers from the Halloran Hospital on Staten Island and the Naval Hospital at St. Albans.

The hazards and the worries that confront those producing "Stars on



Ice" are mirrored up and down Broadway and wherever paid entertainment is a factor. Few people realize the terrific overhead, the staggering obligations and the involved hazards in the operation of places of entertainment in this country. Jimmy Durante, in eight crowded weeks at the Copacabana, grossed an excess of \$233,000. When Harry James played the Paramount Theater, the first week showed \$105,000 in the box office. Playing at the Strand Theater, Jimmy Dorsey topped this figure with \$112,000.

It was only a year or so ago that Frank Sinatra, a New Jersey boy who has something in his voice that, as his press agent says, makes women swoon, was earning \$75 a week. Today he receives \$2,000 a week for his night club appearances, an extra \$1,000 for singing three songs on the Hit Parade, and Columbia has received orders for more than seven hundred thousand records of "All or Nothing at All."

Bea Wayne, recently featured on the Hit Parade and the "Magic Key" programs, gets royalties from two million, five hundred thousand copies of "Deep Purple" alone.

It takes money, lots of money, to pay these salaries, not taking into consideration the huge pay rolls that accumulate from lesser but well-paid performers. But it is not all velvet. There are long hours of rehearsal. Few people know of the nerve-racking days spent in perfecting a production.

People in the "seats on the aisle" mildly or wildly applaud a number or an actor, never realizing, whether it is a featured skating number or maybe a few hot licks by a well-known clarinetist, the gigantic investment in time, temper and energy that has gone into that one bit of the show.

It takes upwards to \$100,000 to produce a well-balanced musical comedy or icetravaganza. The financial hazard is only approximated by playing the stock market on small margins.

But Miss Henie and Mr. Wirtz, two of the keenest "showmen" in the business, felt that they really had something in their pioneering with ice shows. The success with which they have met has been the result of capable planning, instinctive showmanship, keen assistants, and exertion of the greatest kind.

Of these, not the least to play a major part in this phenomenal success was *care in planning*. And this extended from Marie Kennedy, the wardrobe mistress, up the executive ladder to G. S. Eyssell, the managing director of the Center Theatre itself. In this planning, the calendar did and does play a definite and distinct part.

I wish I had a dollar for every time I have had to refer to the calendar during this run to determine days upon which additional advertising should appear. Week-ends interrupted by holidays, months with extra Sat-

urdays or extra Sundays when additional thought of necessity had to be given the advertising appropriations add to our worries.

The same condition obtains from the box office or front of the house to the back stage. Every executive must make constant reference to the calendar, whether it be in anticipation of the delivery of new costumes, the cleaning and repairing of old ones, or the number of people required as ushers. And all this because the calendar changes every year, having no definite plan.

In every phase of show business, not only at the Center Theatre, but throughout the entertainment world, the calendar plays a basic part. Name bands on tour must plan their itinerary to avoid certain "dead nights." Dramas as well as musical comedies must anticipate with the keenest care opening dates, jumps from one city to another, the apportionment of advertising money, and good nights and bad nights.

For example, the average show has a matinee every Wednesday afternoon. Should, with our wandering calendar, a holiday occur on Wednesday, that show suffers the loss of one performance, because, as a rule, holidays call for an extra matinee. So you can readily see that a calendar that does not "stay put," with holidays running helter skelter, can cause people in show business a terrific headache.

That is why so many men in this business, producers, press representatives, directors and accountants alike, see in *The World Calendar* of twelve months and equal quarters a way out of this dilemma because it is *so well planned*. Not only would a great amount of time be saved, time which could well be directed to extra efforts, but a formula would come into being which would make possible a definite plan of action in the front of the house as well as the back of the house.

This calendar plan would be of utmost benefit as well to those who depend upon the show business in part for their volume. Delivery dates for costumes, scenery and equipment could be more definitely established. Newspaper schedules would naturally become practically routine.

As a matter of fact, I can see no phase of the entertainment business wherein this simple rearrangement of our present calendar would not be of the utmost benefit. To paraphrase one of the "Four Bruises": "What's holding us up?"





## TEXAS PROFESSOR SUGGESTS PLAN TO GET STUDENT HELP

*J. W. Baldwin, Associate Professor of Education at the University of Texas, interested in The World Calendar, has developed the nucleus of a plan which would enlist the support of students and instructors alike. His ideas are so basic they cannot help but impress anyone interested in calendar reform. These ideas, expressed in a letter, are reprinted in part below.*

NOTHING has impressed me more forcefully and more favorably in a long time than The World Calendar. It is the most practical proposal for a reform of the present crazy-quilt calendar which we have racked our brains over for centuries. What a boon to mankind would be the adoption of the calendar which you propose!

The bulletins which you sent me have been studied in my classes which are preparing teachers for social studies in the secondary schools, and have impressed these teachers and prospective teachers as offering an opportunity for a reform of the present calendar which it would be tragic to ignore. I have handed some of the bulletins to members of the University faculty, and after brief examination their comments have been, "What are we waiting for?" Not one has failed to register enthusiasm.

I am wondering what would be the best way to get this information to a much larger percentage of the educators than those who now have it. Do you have any plan for getting the information into the hands of college professors, and through them into the hands of college students?

I should be glad to assist in any way I can to help you with such a plan in this University of 700 instructors and 11,500 (peacetime) students—about 8,000 at present. It seems to me that from my office or from the office of the President, or from some other center on the campus, copies of this bulletin might be sent to all members of the staff through faculty mail with a cover letter requesting that they be brought to the attention of students in their classes or passed on to others who might be interested, or returned through faculty mail to the one who sent them for redistribution to other people in teaching positions or positions of leadership in the community.

The high school principal on the campus just passed my office and said: "I want to get started on that calendar now." It seems to me that it is not a matter of getting backing for this reform, but a matter of bringing it to the attention of people who would be glad to push it with the proper authorities. Would it not be wise, if you have not done so, to send copies of these bulletins to county and city superintendents, and to state departments of public instruction, and so forth?

It looks like you really have something which does not have to be sold, but merely presented. It sells itself. One cannot fail to see the advantages in hundreds of ways. I shall take the matter up with any group meetings where it is convenient here, and undertake other efforts which you may suggest.

The students who are taking my courses with the intention of teaching in the public schools this year are taking their copies of the bulletin with them to use in their schools and communities.

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### AMATEUR ATHLETIC UNION ENDORSES CALENDAR

The Amateur Athletic Union of the United States, under the supervision of which practically all of America's amateur athletic contests are conducted, at its annual meeting in Columbus, Ohio, December 4, unanimously endorsed The World Calendar of 12 months and equal quarters.

The formal resolution follows:

*"The Amateur Athletic Union of the United States looks with favor upon the adoption of The World Calendar and urges the Congress of the United States to give serious and speedy consideration to the adoption thereof."*

The World Calendar Study Committee, headed by Gustavus T. Kirby, Chairman of the Westchester County Planning Commission and long associated with amateur athletics, had previously given no little study to The World Calendar plan. The action of the Union followed the recommendation of this Committee.

It was brought out in a discussion that a calendar that "stays put," wherein every day and date remains the same, year in and year out, would be of indisputable value to an organization beset as the Union is by the intricacies of athletic events involving practically every amateur body in the United States.

The influence of the Amateur Athletic Union is tremendous and includes supervision of all types of amateur athletic contests, from inter-scholastic meets to the preparation and development of American participants in the Olympic games. This Union's appreciation of the need for a stabilized calendar can but be the thinking and the reasoning of those business men, school authorities and amateur sportsmen making up its list of divisional heads, directors and officers.





# CALENDAR REFORM ACROSS EIGHTEEN CENTURIES

*As shown by source materials available in the Columbia University Library*

*By Bertha M. Frick, with the collaboration of S. A. Ives*

*This installment which deals with England's problems of calendar adoption concludes the article prepared by the Curator of the Plimpton, Smith and Dale Libraries of Columbia University. The previous installment appeared in the Third Quarter issue of the Journal of Calendar Reform.*

## V

ALTHOUGH the reform had won in Italy and other Catholic countries, it was by no means universally accepted. No attempt will be made here to recount its struggles in all the countries of Europe but it is of special interest to witness its fate in England, since this determined the policy of the American colonies in the matter. Recalling the effective work of the thirteenth-century Englishmen (Grosseteste and Roger Bacon) in pointing out the errors in the calendar, it might be expected that succeeding generations would have continued on the way so well begun. But one will look in vain for such a logical development.

It is easy to understand the fate of the "Popish Calendar" in England if one recalls the strife between the Catholics and Protestants at that time. In 1570, Pope Pius V had issued an edict excommunicating Queen Elizabeth; a few years later, Pope Gregory himself had attempted to depose Elizabeth by force of arms. Considering the times, a great deal of credit should be given to Elizabeth for paying any attention whatsoever to her archenemy's proposals for calendar reform. However, on receiving notice of the intended change, she called upon the learned John Dee, the supreme scientific authority in England at the time, to give his opinion on the matter. On February 26, 1582, he submitted his report to Elizabeth's minister, Lord Burghley, under the flourishing title, *A Playne Discourse and humble Advice for our gracious Queene Elizabeth . . . to peruse and consider as concerning the needful Reformation of the Vulgar Kalendar*.<sup>1</sup>

<sup>1</sup>This has never been printed but is among the Ashmolean manuscripts at Oxford. See Charlotte Fell Smith's *John Dee*, p. 134.

Although Dee believed that eleven days ought to be omitted in order to make the civil year agree with the birth of Christ, he was willing to consent to ten days, "the better to agree with all countries adjacent." However, for practical reasons, he was opposed to dropping the ten days at one time. He proposed that the loss be spread through the summer months, allotting twenty-eight days each to May, July and August, with twenty-nine days for June, assuring the Queen that such a distribution "would not affect any holy days." Burghley appointed a committee of three to go over Dee's account, two of them being men of high reputation in the scientific world—Thomas Digges and Sir Henry Savile. A favorable report was rendered, and on March 16, 1585, the matter was presented to Parliament. The bill, entitled, "An Act giving Her Majesty authority to alter and new make a calendar according to the calendar used in other Countries," was read a second time two days later, and then submitted to the Council of State, composed of Archbishop Grindell and three other bishops. But after consideration, the Council rejected the measure on the single ground that it emanated from the Church of Rome.

In 1645 a group of scientists at Oxford agitated the question of changing the calendar. One of their number, John Greaves, Savilian professor of astronomy, went on record as favoring the main points of the Gregorian calendar but disagreed with the idea of subtracting the ten days in one year. His argument reads:

For tho' I grant that this were a quick Cure of a lingering Disease, yet it is against all Rules of Art in curing one Malady to make ten. For it cannot be, but that the Defalcation of ten Days in one Year must be of infinite Disturbance in the Commonwealth in all Contracts where necessarily a certain Time is defined. . . . I shall therefore humbly recommend to his Majesty's Wisdom and favourable Consideration . . . that for forty years Space there should be no Bissextile or Intercalary Years, or as we call them Leap Years inserted in the Calendar, by which Course it is most Evident, that ten Days will be subtracted in forty Years, and these forty Years, will be each of them *Anni Aequabiles*, consisting of 365 days as our common and ordinary Years do.

About the year 1700 interest in calendar reform was aroused again. In that year, if the Julian system were to be maintained, a day would have to be added for leap year. Since countries using the Gregorian calendar would not add that day (the century year not being divisible by four hundred) the Julian calendar would then differ from the Gregorian by eleven days. Furthermore, at this time the German Protestant states, the Dutch Reformed states and Denmark were changing to the Gregorian system. It was to be expected, therefore, that the reformers would take advantage of these arguments to push their cause. The *Philosophical Transactions* of the Royal Society of London presented both sides of the



question, including in their volume for 1699 three papers on the subject: the report made by Lord Burghley in 1582, the account written by John Greaves in 1645, and a group of letters by a contemporary mathematician and divine, John Wallis. James Hodgson, F.R.S. and Master of the Royal Mathematical School, writing of the matter in 1747 (*Introduction to Chronology*), maintained that:

The reasons why the Churches of England, Scotland and Ireland did not then conform to it [the Gregorian calendar] was in a great measure owing to . . . letters written by the Reverend and Learned Doctor John Wallis; one to His Grace of Canterbury, another to the Lord Bishop of Worcester, and a third to Sir John Blencowe, who severally requested the Doctor's Opinion of the Affair.

The burden of Wallis' argument was that the Julian year had been in use so long that its worth was thereby proved. His conclusion reads:

It would be much more advisable (if the Papists would be as compliant as they would have us to be) for the Papists to *return* to their *old Julian Year*, than for us to *embrace* their *new Gregorian* . . . That the *Julian Year* is in itself a better Form, and more adviseable, than the New Gregorian, is undeniable; and all Astronomers, even Papists themselves (if not otherwise bigotted in favour of the Pope's Supremacy and the Infallibility of the *Roman Church*) cannot but know it.

Again the agitation came to no account. Another fifty years rolled by, and the clamor for a calendar in agreement with the rest of Europe became louder. It must be remembered that England's difficulties in calculating dates with other countries were further complicated by the fact that the British year began on the twenty-fifth of March. The result of this was the confusing fact that the expression for any English date between January first and March twenty-fifth would differ by one year, as well as eleven days, from the expression for that same day in most other countries.

An idea of public opinion of the time can be gained from articles in a contemporary periodical. The *Gentleman's Magazine*, one of the leading journals, included comments and letters from its readers on pertinent topics of the day. Among these the "awkward English calendar" figured prominently. Since it was an era of literary disguise, most of the articles were signed with fanciful names. Even the editor styled himself "Sylvanus Urban!" In 1745 appeared a communication dated "Maryland, Feb. 2, 1745," and signed, "Hirossa Ap-Iccim," which presented plans for calendar reform similar, in many respects, to some present-day proposals. The measures suggested were: (1) Add four years to make the year agree with the year of Christ's birth; (2) Divide the year into thirteen months of twenty-eight days each, the 365th day to be celebrated as Christ's day and the thirteenth month to be named "Georgy" in honor of King George;

(3) Establish Easter and all other festival days upon the same day each year. The Maryland contributor proposed to call this new calendar the "Georgian account, in perpetual memory of the reigning monarch." In a later issue the editor commented on this "ingenious" gentleman's proposals for a "new, correct, rational, regular, and easy account of time," adding that if the author would send him the whole scheme he would "endeavor to publish or make some proper use of it."

The measures which finally brought about the adoption of the Gregorian calendar and the establishment of January first as the beginning of the year were due largely to the political influence of Lord Chesterfield and the astronomical knowledge of his friend, the second Earl of Macclesfield. Lord Macclesfield, considered the foremost astronomer in England, began the campaign with his *Remarks upon the Solar and Lunar Years*, published in the *Philosophical Transactions* in May, 1750. The next step came on February 25, 1751, when Lord Chesterfield, in a "brilliant and witty speech" before the House of Lords, introduced the bill, "An Act for regulating the Commencement of the Year, and for correcting the Calendar now in use." On the following March 18, at the second reading of the bill, Lord Macclesfield gave a detailed explanation of the reasons for the need of the correction. Subsequently the Act was passed without a protest. The bill stipulated that the eleven days which would have to be dropped in order to right the calendar would be September third to thirteenth, inclusive, of the year 1752, with the "old year not to be used after December 31, 1751." With the Act was included an elaborate set of "Tables and Rules" showing holy days and the lessons for each day of each month. In the next session of Parliament, the bill was slightly amended to clarify the time of elections and payments of rents.

While the bill was going through the steps necessary for its adoption, the columns of the *Gentleman's Magazine* were enlivened with many commentaries on the calendar. In the issue for March, 1751, the prominent astronomer and divine, William Whiston, addressed a letter to the Bishop of London "concerning the alteration of the style," urging that all Protestant countries get together on the question of the calendar and decide on a uniform method of their own for determining Easter. The next month's issue of the *Magazine* included a letter signed "Christophil Philochrone" in which the writer, although admitting the defects of the Julian calendar, argued strongly against accepting the Gregorian style. He offered as a substitute a scheme remarkably like the one proposed by Benedetti some one hundred and seventy-five years before. He suggested that the year begin with the first day after the winter solstice, that the equinoxes and solstices determine the beginning of their respective months, and that no month contain less than thirty days. He, too, proposed to call his calendar the



"Georgian style." Although his calendar was based on various astronomical data, his deduction could scarcely be called scientific:

Papists may well laugh at the simplicity of Protestants, if, after all the stir about, and since, the reformation, they see them take their pope's faulty injunctions as canonical or authentic.

The August, 1752, issue of the *Gentleman's Magazine* contains "a table to avoid confusion," showing how the next month's rent, wages, etc., should be computed for the shortened month. Apparently this proved insufficient, for the issue of the following January includes a much more detailed table for the same purpose.

That opposition to "losing" eleven days was to be met with is, of course, to be expected. A frequently-quoted ballad of the day begins:

In seventeen hundred and fifty-three  
The style it was changed to Popery.

As this recital draws to a close, it is refreshing to note that not all the criticism was vindictive. The *Gentleman's Magazine* for September, 1752, carries an article with the caption: "Humorous letter on the N. Style" in which a certain "R. R." writes "in greatest perplexity":

Have I slept away 11 days in seven hours? . . . They tell me there's an Act of Parliament for this. With due reverence be it spoken, I have always thought there were very few things a British Parliament could not do, but . . . I should have guess'd the annihilation of time was one of them!

Perhaps this account of the struggles that calendar reformers of other generations have undergone will give some slight encouragement to those now working toward the sensible World Calendar of 12 months and equal quarters advocated by the *Journal of Calendar Reform* and its friends.

Instruct the Planets in what course to run  
Correct old time and regulate the Sun.

**EDITOR'S NOTE:** A chronological list of source materials dealing with the calendar and available in the Columbia University library can be had by writing to The World Calendar Association.

## OBITUARY NOTES

**F**RANK MICHAEL O'BRIEN, 68, Editor of *The New York Sun*, died September 22. Mr. O'Brien was known among his colleagues as a forceful essayist of distinctive style. An editorial, written in 1921 for the old *New York Herald*, headed "The Unknown Soldier," won for him the Pulitzer Prize for the year's best editorial. He was born in Dunkirk, New York, educated at St. Joseph's College in Buffalo, and had been in the newspaper business since 1893. He started as a proofreader and later became a reporter on the *Buffalo Courier*. But four times removed from Charles A. Dana in the succession to the Editorship of *The Sun*, he carried on the traditions of his predecessor. Mr. O'Brien had long been an active supporter and enthusiastic worker in the interests of The World Calendar.

# LET'S CHANGE THE CALENDAR

*By Sam Bate, Author and Editor*

*From The Austin Magazine, Cheltenham, England, September, 1943*

**W**E have put up with the idiosyncracies and eccentricities of the present calendar for long enough. It is high time we started our postwar reforms with the reform of the calendar.

Perhaps you are so used to it that you cannot see anything to reform. Well! here are a few things that are crying to be put right.

Why, for instance, do we have to put up with such a ridiculously short month as February? Why should it only be 28 days for three years out of every four, and then, when leap year comes round, have an extra day thrown at it, like a rich relation giving something unwanted to a poor cousin? February's small stature is entirely due to the Romans, who used to take days away from it and give them to other months, whenever they felt like it.

Another silly thing about the present calendar is that whether you were born on a Monday or a Friday or any other day in the week, you only celebrate your birthday on the correct day of the week about ten or a dozen times during your lifetime. Why, if your birthday was on Tuesday, June 22, cannot every anniversary fall on a Tuesday?

Another strange thing is the size of the quarters. In the legal and financial world, the year is divided into quarters, yet for some unknown reason three of the quarters are of different lengths. The first quarter is 90 days, the second 91 days and the last two 92 days each in length. The two "halves" are not equal either, for the first half of the year is 181 days and the second half 184 days!

Another anomaly affects the people who receive their salaries monthly. Seven times during the year, when the month consists of 31 days, the salary has to be stretched to include an extra day, and once, in February, it arrives three days earlier.

Admittedly the calendar as it stands now is the best in history although it has only been in use in this country for less than 200 years. Man was for centuries unable to find a method of calculation that satisfied him, or was in any degree accurate, with the result that history is full of datal inaccur-



racies. For instance, all our dates since *Anno Domini* are based on the false assumption which post-dates the birth of Christ by four years. Another is that Charles the First was beheaded twice! According to the Scots' calendar he was executed in 1649, but English records say that it was in 1648.

Even now different parts of the world have different calendars. Take the Moslems, for instance. Their calendar says that this year is 1362, because they start their calendar from the date of the flight of Mohammed from Mecca to Medina. The Emperor of Abyssinia may decide to bring the Abyssinian calendar into line with ours, but at the moment it states that the present year is A.D. 1951. In Persia, it is only A.D. 1321 and in Japan 2603.

The strangest of all is the Hindu calendar. They start their reckoning from the first day of the life of Brahma. That wouldn't be so bad if it was not for the fact that every day of Brahma's life (Kalpas, as they are called), is equal to 4,320,000,000 of our years!

In the early days of civilization every country and almost every tribe used a calendar of its own and the Egyptians were the first to try to bring order out of chaos. They had a solar year divided into 12 months of 30 days. The five extra days at the end of every year were dedicated to their gods. But, because they did not take into account Leap-Year Day, in time the seasons were at loggerheads with the dates and the Egyptians found they were holding their summer festivities late in the autumn!

Hundreds of years later scientists tried to straighten things out by computing a calendar based on the three main datal sections in the Old Testament—Adam to Noah, Noah to Abraham and Abraham to Christ. But when they tried to check these dates by Greek and other contemporary records they found that the discrepancies were anything from three to six thousand years.

Julius Caesar did get down to it in a businesslike fashion and his calendar was in use until the sixteenth century, when small errors he had made began to make themselves felt. Pope Gregory XIII reorganized it, but owing to the feeling between Catholics and Protestants it was almost two hundred years before it was officially recognized in some countries. It is Gregory's calendar we are using at the present time.

Now The World Calendar Association has suggested a new calendar to start in 1945 which will sweep away the existing eccentricities and will give us the most perfect calendar in history.

To start with, they suggest four equal quarters of 91 days each. The first month of each quarter—January, April, July and October—would be of 31 days each and all the other months of 30 days each. New Year's Day would always fall on a Sunday and Christmas Day on a Monday. (Thus Christmas would always be a long week-end holiday.)

Whatever day the month started with, the same month would always start on that day every year in the future, and every month would have the same number of weekdays in it. (At the moment a month may have either 24, 25, 26, or 27 weekdays in it.)

Every four years Leap-Year Day would be added to the end of June, called an extra Saturday and made a World Holiday. There would still be an extra day to take care of, for to get four equal quarters the year was computed as 364 days. This extra day, suggests The World Calendar Association, should be added to the end of December, called Year-End Day and made an annual World Holiday dedicated to world unity and brotherhood.

Subject to the confirmation of the ecclesiastical heads who have already expressed their willingness to consider it, Easter would be fixed as Sunday, April 8; this would also give a fixed Whitsunday on May 26.

Already 14 countries have agreed to accept the new calendar including Norway, Spain and China; so if Britain and the U. S. A. agree to it, we may soon see the calendar altered for perhaps the last time.

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### CALENDARS, SHIP SUPPLIERS GREATEST PROBLEM

“THE provisioning and equipping of ships of the new Canadian Merchant Marine has become a specialized, almost exact science,” says Raymond Arthur Davies, writing in *Saturday Night*, October 6, 1943, an interesting weekly magazine published in Toronto, Canada.

Mr. Davies, together with a staff photographer, visited a Canadian dock where one of Canada's stout, new, merchant ships was being fitted for sea duty. He covered this operation with extreme thoroughness, even detailing the weight and quantity of the food necessary to keep the crew for their extended voyage.

Interviewing one of the Canadian National Railways supply men, whose duty it is to make sure that these ships go down to sea equipped with everything the crew will need on its hazardous voyage, he asked what they found to be their greatest headache.

The bottleneck in equipping a ship and the items most difficult to obtain are “calendars, slates and slate pencils.”

“Why calendars?” he asked.

“Well, sir,” the supply man answered, “you just try to find calendars for 1943 along about the months of July, August or September, or a calendar for 1944 in October, when some of our ships are launched.”

“Almost everybody on a ship needs a calendar some time or other, and getting calendars ahead of time is harder than getting the proper amount of food.”

Mr. Davies could well have pointed out the advantages that this Canadian National Railways supply man would have had, had The World Calendar of 12 months and equal quarters been in operation.



# CURRENT PRESS COMMENT

## Re-forming The Calendar

Savannah (Ga.) Press

July 17, 1943

INDICATIONS are that the movement to establish a new calendar to replace the Gregorian calendar which has been in use since 1582 will be carried on with renewed vigor next year. The question may well be asked why should this reform receive new emphasis next year. The answer is simple. In order to effect the reform without causing too much confusion, the year the change is made must end with December 30 or 31 falling on a Saturday. Such a year is 1944.\*

The World Calendar Association, which carries on a constant campaign in favor of a new calendar, proposes to rearrange the calendar into quarters of 91 days each. Quarters now run from 90 to 92 days. In the new calendar each quarter would begin on a Sunday and end on a Saturday. A date of the month would always fall on the same day of the week and each month would have 26 weekdays, plus Sundays. A simple sum of arithmetic shows that four quarters of 91 days add up to only 364 days, and, inasmuch as every year has at least 365 days, the problem arises as to what to do with the extra day. The calendar reformers have solved that problem, too. In their calendar the usual December 31 would not be December 31 at all, but simply an extra Saturday, known as December W, and next year the day would be designated as December W, 1944.

The problem of the extra day in leap year is also taken into consideration. Under The World Calendar Association plan, leap year would be just like every other year except that after June 30 would come June W, the Leap-Year Day. One argument for the proposed calendar advanced by the Association this year is the confusion caused by varying holidays. In

the new calendar such a condition would not occur as holidays would always fall on the same day of the week each year. For instance, Christmas would always fall on Monday.

The chances are that advocates of calendar reform will put on more pressure next year as they will not get such another chance until 1950,\* because under the Gregorian calendar January 1 will not again occur on a Sunday until that year.

## Calendar Is Revised By State University

Spokane (Wash.) Spokesman Review

October 13, 1943

AS a wartime move, the University of Washington has completely revised its calendar, shortening the regular academic year by three weeks and eliminating long vacations.

The change in calendar dates will accomplish two things, President L. P. Sieg pointed out. It will bring the regular quarter system at the university in closer conformity with the Navy V-12 semester system and it will make university students available for work in war industries during the summer at a much earlier date.

According to the revised school calendar, the present fall quarter will close on December 10 instead of December 15. The winter quarter will run from December 13 to March 3, including one week's Christmas vacation from December 25 to January 3. Spring quarter will open March 6, closing on May 19 with commencement on May 20 instead of June 10.

\*EDITOR'S NOTE: Other dates upon which both calendars meet, and upon which the transition may be made, are July 1, 1945, March 1, 1946, and May 1, 1946. See article by Henry W. Bearce, page 164.

# EXCERPTS AND REVIEWS

## "I'll Sure Pay You on February Thirtieth"

*From Pittsburgh's Future, published by the Junior Chamber of Commerce of Pittsburgh, October, 1943*

**R**EMEMBER how they kept changing the football rules awhile back and everybody yelled that they would ruin the game?

Something similar is afoot with the rules for keeping track of the date. For almost four centuries we have been struggling along with the present calendar. Of late years many movements have been under-way to establish a new calendar. None of these appear to be perfect, simply because a solar year does not consist of "so many exact days," but has 5 hours, 48 minutes and 46 seconds left over every year. Our present Gregorian calendar varies a day in about every 3,300 years.

Most practical of the proposed calendars is "The World Calendar."

The Pittsburgh Junior Chamber's Board of Directors passed a resolution on September 21 endorsing this calendar and recommending its adoption on January 1, 1945.

The World Calendar has many attractive features. With the same dates falling on the same days of the week, year after year, many business comparisons can be made that heretofore have been impossible. The idea of dividing the year into four equal quarters with 26 weekdays in every month has statisticians swooning with delight.

Radio broadcasting newspapers and magazines, with their four 13-week contracts, have already set up such a calendar. The stability and simplicity of the new calendar seem to meet the need of industry, government, social life, agriculture, science and religion. It has the approval of 14 governments including Brazil, China, Mexico, Spain and Turkey and is sponsored by numerous chambers of commerce, associations, federations and church organizations.

## Clocks and Calendars

*From Distribution and Warehousing, New York City, October, 1943*

**A** POSSIBLE postwar development may be international adoption of a 24-hour clock and a simplified calendar.

The 24-hour clock is already established. The Army, the Navy, the Merchant Marine and the Weather Bureau use 24-hour time, and most countries throughout the world have adopted it. All that would be necessary for its general use here would be public acceptance and a law making it mandatory in the same way that wartime or daylight saving time was adopted. After all, any method of reckoning time, whether by clocks, calendars, moons, or events, is purely arbitrary and man-made.

Our present calendar, the Gregorian, has been in use since 1582. According to The World Calendar Association, it would be materially improved if it were simplified by rearranging the lengths of the months and equalizing the year's quarters into 91-day periods. Each quarter would begin on a Sunday and end on a Saturday. A certain date of the month would always fall on the same day of the week. December 31 would become December W, Year-End Day, an extra Saturday, thus giving each year its full complement of 365 days. December 31, 1944, for example, would not be Sunday, December 31, but rather December W, and the day after would be Sunday, January 1, 1945. The problem of February 29 would be taken care of by having an extra day in June to be known as June W, or Leap-Year Day.

Fourteen governments are understood to have approved the reformed calendar. In the United States the National Education Association, various scientists' societies, women's clubs and state chambers of commerce have endorsed it. The arguments in favor of it sound plausible. Indeed, a new calendar for the postwar world might be an excellent way to start a new era.



## One Day for Play

By WILLIAM HICKEY

*From London Express, September, 1943*

"SOON you will be discarding this obsolete calendar." So I am assured, in confident tones, by The World Calendar Association. They refer to the present arrangement of the civil year, as instituted in 1582 by Pope Gregory XIII.

The World Calendar Association points out that the existing calendar differs from year to year; the quarters are unequal in length; months have a varying number of weekdays. "This calendar," they say sternly, "is unbalanced in structure, unstable in form, irregular in arrangement."

In its place, they propose a calendar in which each quarter has 91 days (one month of 31 days and two of 30). Each year and each quarter will begin on a Sunday. "Balanced, perpetual, harmonious."

As for that little business of the 365th day, which just won't fit into the equal quarters, it is to be a World Holiday at the end of the year. It will be called "December W."

Apparently, the change will relieve sales managers and advertising men. It will alleviate the toil of insurance workers.

Farmers will find their tasks easier and their profits higher. And America's war effort will be increased through a saving in clerical labor.

Give us "The Fifth Freedom," demands The World Calendar Association—freedom from the Confusion of the Calendar.

## She Fights to Give World A Streamlined Calendar

By JEROME DREIFUSS

*Feature Editor, World Feature Service*

*From Greensburg (Pa.) Review, October 18, 1943*

IF MISS ELISABETH ACHELIS wins her unrelenting campaign against the inertia of an entire world, she will manage to do the following—give us one holi-

day at the end of the year, fix it so that all holidays will fall on Monday (so that we shall have three-day week-ends), make it so that the calendar will not vary and one will serve us a lifetime, help bankers, merchants, accountants, lawyers, workers out of muddles.

What Miss Achelis, a mild but persuasive and indefatigable maiden lady of handsome looks and white hair, wants, is to change our calendar. This trimly and modishly dressed, independently wealthy woman of a New York socialite family has, since 1929, been a tireless apostle for calendar reform. The World Calendar Association, of 630 Fifth Avenue, New York City, which she founded and earnestly works at, is the fountainhead of her activities.

In 1929, she heard a lecture on calendar reform, an idea backed by the late George Eastman, a goofy stunt with 28-day months, and 13 of them. Miss Achelis recognized the need for a better calendar, but rejected this one. Then she heard of one proposed a hundred years ago.

The idea is simple, and, briefly stated, works this way: The 365 days of the year are divided into four quarters of three months each. The first month in each quarter has 31 days, the rest have 30, making 91 days in a quarter. That accounts for 364 days of the year; the 365th is called "Year-End Day" and is an international holiday. Leap-year days are given to June.

They almost put over the 13-month monstrosity at the League of Nations at Geneva, but valiant Miss Achelis went there and single-handedly defeated it. Since that time calendar reform has become her crotchety, life and everything. She speaks to women's clubs, has traveled extensively, wangled 14 countries into accepting the idea pending world agreement.

"The trouble is that everyone agrees the idea is good and of benefit, that is what prevents them from doing enough about it," Miss Achelis told us. "But I am confident that in 1945, when the year starts on a Sunday, we shall have a World Calendar."

# FROM THE MAIL BAG

We should like to say that actually, the textile industries of the whole world would derive great benefit from having the year divided into equal quarters. We congratulate you on your initiative since a great deal of confusion in industries would be avoided by putting your plan into practice in perfect mathematical form. We thank you for your kind attention in asking for our opinion with regard to The World Calendar.—Manuel Campanella Rodriguez, General Manager, Workmen's Administration, Mexican Silk Mill, Inc., Mexico, D. F.

Personally, I quite approve of revision of our present calendar.—James Washington Bell, Secretary, American Economic Association, Evanston, Illinois.

I thought it might be of interest to you that Professor Martin Fleck of Eastern New Mexico College lectured to my Business Administration students on the new World Calendar. One week after his lecture the class voted to adopt the new calendar by a margin of 19 to 6. Those who opposed the new calendar did so upon the objection of stabilizing Easter. It is significant that such a large majority favor the adoption of the new system. Professor Fleck is exerting much influence in our locality for the new calendar.—Dr. Ira C. Ihde, Assoc. Prof. of Economics, Eastern New Mexico Coll, Portales.

This is something we really need. In all fields, manufacture, mining, business, agriculture, and the professions, as well as in all the processing industries, there is great need for simplification in time and record keeping.—Prof. E. R. Gross, Rutgers Univ., New Brunswick, N. J.

May I add my vote of approval and endorsement to the many others you have received in favor of your calendar reform plan. As a statistician, I am especially appreciative of the need for calendar revision.—Paul H. Jacobson, New York City.

Certainly your World Calendar would provide a significant streamlining of the war effort—significant in that it would

furnish additional indication of the all-out effort to supply and equip our army in its struggle against the enemy of our country and our civilization.—Lt. Henry Alexander, U. S. Army.

We have pretty carefully studied over your proposal and we agree with you that now is as good a time as any to change days and dates of the world to agree with this suggestion.—L. G. Sever, Exec. Vice Pres., Mt. Vernon Car Manufacturing Co., Mt. Vernon, Ill.

I hope you can get the present calendar situation straightened around because there is no denying the fact that it leads to a lot of expense, suppositions, etc., trying to compare the operating figures of one month with others in many instances.—Owen L. Coon, Chairman of the Board, General Finance Corp., Chicago.

I have been receiving the *Journal of Calendar Reform* for several years, and am most heartily in sympathy with your aims and procedure. You are doing a generous work for the common good.—Rev. William T. Kane, S.J., Librarian, Loyola Univ., Chicago.

I find the *Journal of Calendar Reform* which you send me both interesting and instructive.—Dr. J. S. Battye, Principal Librarian and Secretary, Public Library of Western Australia, Perth.

You know I have always been interested in following the program of The World Calendar Association. During the readjustments that are in store this would seem to be an appropriate time to inaugurate what must inevitably mean a change to the good in our calendar arrangement. Let us hope also that by the time this would take effect in 1944 that the world will be at peace again and international cooperation in science be inaugurated on an even more permanent basis.—Dr. Harlan T. Stetson, M.I.T., Needham, Mass.

By 1945 may we see a new order in many things—one of them, the calendar.—William H. Barton, Jr., Exec. Curator, Hayden Planetarium, New York City.



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*Membership is based on active interest in the study of adequate and effective improvement of the calendar. Owing to lack of space, a large number of names have been omitted. They will be printed in future issues.*

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